

SOUTHERN AUTOMOTIVE JOURNAL

PASS IT ON!

OWNER ☐
 GEN. MGR. ☐
 SERV. MGR. ☐
 PARTS MGR. ☐
 FOREMAN ☐
 SHOP ☐

December, 1950

Perfect Circle's Sensational New

2 in 1 Chrome Piston Ring Set!

NEW CHROME OIL STOPPER

Optional HiPressure spring packed with every Chrome Oil Stopper, for use in badly worn engines — at no extra cost!

TOP COMPRESSION RING

PLATED WITH SOLID CHROME

Double the Life of Cylinders and Rings!

It's here! The amazing new 2 in 1 Chrome Piston Ring Set

Actually two sets in one because two springs, Normal Pressure and HiPressure, are packed with each Chrome Oil Stopper . . . two sets in one because solid chrome plating on the top compression ring and the steel rails of the oil ring assures twice the life of ordinary sets!

At last, optional spring pressures plus the acknowledged superior bearing and wear characteristics of chrome give dealers and

mechanics the piston ring set they have been waiting for!

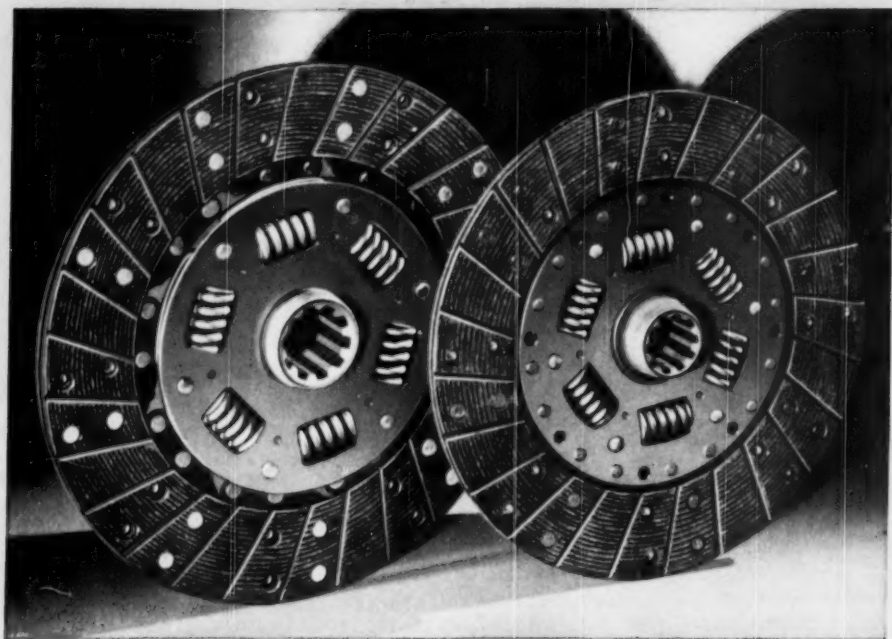
Thousands of field installations — in all kinds of cylinders—for all types of service have established entirely new standards of operating economy and life for rings, pistons and cylinders.

Never before in piston ring history has such improved performance been available to consumers with so little difference in cost. Truly, it is

A Sure Bet in ONE Set

Perfect Circle

*The Most Honored Name
in Piston Rings*



*You can stake
your reputation
on PERFECTION!*

Turn Chatter Into Praise and Profits with PERFECTION Clutch Plates

You can make more satisfied customers—and enjoy greater profits—by standardizing on Perfection "CF" Clutch Plates. These quality products have these outstanding features:

- (1) Patented formed and riveted cushioned springs eliminate chatter and grab.
- (2) Balanced coil spring center absorbs torsional vibration and transmission rattle.
- (3) Full-floating hub won't pull out.
- (4) Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

For details—consult your Perfection jobber, or write us.

PERFECTION GEAR COMPANY • HARVEY, ILLINOIS



PERFECTION PRODUCTS INCLUDE: Silent Timing Gears • Metal Timing Gears
Silent Timing Chains • Sprcket Gears • Transmission Gears and Parts
Differential Ring Gears and Pinions • Differential Cases and Parts • Fly Wheel
Gears • Clutch Plates • Pressure Plates • Clutch Cover Assembly Parts
Clutch Forks and Parts • Clutch Throwout Bearings • Clutch Rebuilders.

SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A.
Subscription rates, United States and Possessions, \$1.00 for one year; Canada and Foreign Countries, \$10.00 per year.
Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

Volume 30

Number 12

AVOID ACID

and **SLUDGE
TROUBLES..**



with
**PERMATEX
TOON-OYL**

Acid action causes more wear than friction. Use Permatex Toon-Oyl to neutralize Acid and keep all working parts free of sludge and gum binders.

In the winter, Permatex Toon-Oyl will give quicker, easier starting.

Use one quart of Permatex Toon-Oyl in the crankcase.

When you talk Permatex . . . you're talking Quality!

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1950

**Why HIRSIG
Service Means
Complete Service
in the South**



For Manufacturers and Jobbers!



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig



★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE . . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.



LAWRENCE M. HIRSIG & CO. JACKSONVILLE 2, FLORIDA
MANUFACTURERS' DIRECT REPRESENTATIVES

SERVICE IS A CINCH with **MōPār** service packages!

Repairs are easier, faster with MoPAR Service Packages.

These handy service packages are engineered especially for cars and trucks built by Chrysler Corporation. They contain the *right* parts—and *all* the parts—needed for a specific repair job . . . such as water pump, universal joint, brakes and the like.

They save work. No need for makeshift washers or gaskets.

They save time. Service package parts are easy to install.

They save money. No expensive delay or emergency trips for *any* part.

Yes . . . for easier, faster and lower cost repair jobs, you can always depend on MoPAR Service Packages.



FACTORY ENGINEERED • FACTORY INSPECTED • SUPPLIED BY CHRYSLER MOTORS PARTS CORPORATION

You can get
MōPār Service
Packages from
dealers

FOR

**PLYMOUTH • DODGE • DE SOTO • CHRYSLER
CARS • DODGE "Job-Rated" TRUCKS**

. . . and from most general service and repair shops

CHRYSLER MOTORS PARTS CORPORATION • DETROIT 31, MICH.



KEYS TO PROFITS

AC

SPARK
PLUGS

AC

OIL
FILTERS

AC

FUEL
PUMPS

AC

CABLE &
CASING

AC

AIR
CLEANERS

AC

FLEXIBLE
LINES

AC

GASOLINE
STRAINERS

AC SPARK PLUGS . . . with patented *CORALOX* Insulator



Demand is rising swiftly as the powerful *CORALOX* advertising campaign increases consumer preference. *CORALOX*, plus AC's dominant equipment position, makes AC Spark Plugs a "must" for service dealers who want real replacement volume.

AC OIL FILTERS and ELEMENTS . . . "Dirt-Proof" Engine Oil



AC's "Dirt-Proof" campaign not only sells the need for oil filters, but also sells the superiority of AC Filters and Elements. Cash in on the industry's fastest-growing replacement market.

AC FUEL PUMPS . . . "Heart of the Fuel System"



The most popular of all equipment and replacement units. 40,000,000 in daily use. Should be replaced every 2 years to keep your customers out of trouble. Don't overlook the big profit possibilities in your territory.

AC SPEEDOMETER CABLE-CASING ASSEMBLIES



Patented machines and processes make AC Cables and Casings tops in quality. Conveniently packaged for quick service. Original equipment on half the cars on the road.

AC AIR CLEANERS and ELEMENTS



Here's another replacement market in which AC is the big name. Heavy-duty cleaners for cars, tractors and trucks. Low-cost renewal elements that save time for you and provide new cleaning performance for your customers.

AC FLEXIBLE GASOLINE AND OIL LINES



Assortment available with attractive Wall Merchandiser. Make-up Kit, complete with hose and assortment of fittings, also available. All lines built to highest quality and SAE standards.

AC GASOLINE STRAINERS



Made in both replaceable and re-usable element types. AC quality throughout—protect delicate carburetor parts—remove water, dirt and lint from fuel.



"More dealers reline
with Raybestos
than with any
other
brake lining"

That's right. Raybestos is America's biggest selling brake lining. Here's why: Raybestos PG Sets provide dealers with the right combination of linings... selected from seven different types... for each make and model of vehicle. They are *proving ground tested*... and each set is rigidly inspected during manufacture. And Raybestos constantly backs up the dealer's selling effort with full factory cooperation.



Raybestos

The Raybestos Division of RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

America's Biggest Selling **BRAKE LINING**



RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Shoes • Brake Drums • Brake Pads • Brake Bands • Brake Cylinders • Brake Master Cylinders • Brake Calipers • Brake Pistons • Brake Valves • Brake Lines • Brake Hoses • Brake Belts • Brake Shoes • Brake Pads • Brake Bands • Brake Cylinders • Brake Master Cylinders • Brake Calipers • Brake Pistons • Brake Valves • Brake Lines • Brake Hoses • Brake Belts

BIG FALL AND WINTER SALES WALLOP FOR TEXACO DEALERS!



**LEADING
MAGAZINES!**



**STOPPER
BILLBOARDS!**



**TOP
TELEVISION SHOW!**

A PRODUCT CHAMP GETS TERRIFIC BACKING!

PT strikes a KO blow against winter for car owners who rely on Texaco Dealers for expert car care. It delivers a terrific sales punch too—for Texaco Dealers. Behind that punch...striking advertisements in the big magazines...powerful poster boards coast to coast...spectacular selling on America's top television show starring America's ace TV performer, Milton Berle...plus plenty of strong dealer promotion. Result: car owners know about PT... buy PT from their Texaco Dealers.

*No wonder TEXACO DEALERS
are such busy dealers!*



**A Great Line-up for
TEXACO DEALERS**

Sky Chief and **FIRE-CHIEF** GASOLINES

HAVOLINE and TEXACO MOTOR OILS • MARFAK CHASSIS
LUBRICATION • P T ANTI-FREEZE • REGISTERED REST ROOMS

Now! 100% more protection

Why
today's driving
conditions require
this revolutionary
new battery

1

Car owners are driving more than ever before — and more mileage means more battery wear. Batteries must have added stamina to withstand added mileage!

2

Batteries are being charged more — not only over more miles, but, also, at higher rates. Batteries must be designed to withstand additional charging!

3

Higher compression motors are here — and they require more battery power. For quick, sure starts in any weather, batteries must have added starting power!

4

Today, batteries are under the hood — for easier, quicker inspection and service. But under-the-hood batteries must be able to withstand under-the-hood temperatures!

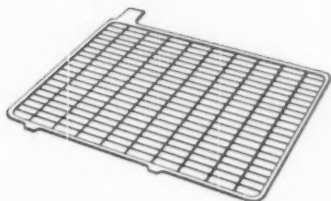


New Willard Super

against the No.1 battery killer

Willard *announces*

METALEX



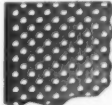


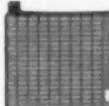
THE METALEX GRID—

Plus 4 other features—
makes the new Willard Super Master
custom-built for today's
driving conditions. Ask the
Willard Salesman for
complete details!

greatest battery improvement in 25 years

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—corrodes them—fractures them—destroys their ability to retain active material—destroys their utility as current conductors.

But now Willard announces METALEX—a new and vastly superior grid metal, developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries, METALEX gives Willard Dealers the most important single selling advantage any battery has had in a quarter of a century.

<p>NEW</p> <p>IMPROVED RUBBER INSULATOR FOR LONGER LIFE</p>  <p>Impervious to effects of high charging rates and high, under-the-hood temperatures... L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED RUBBER CONTAINER FOR LONGER LIFE</p>  <p>New design—heavily reinforced at points of stress. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED SEALING COMPOUND FOR LONGER LIFE</p>  <p>Will neither crack in winter nor melt in summer. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!</p>	<p>NEW</p> <p>IMPROVED ACTIVE MATERIAL FOR QUICKER STARTS</p>  <p>So much more chemically active, that snap starts are assured—even in cars powered by the new higher compression motors!</p>
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Master *with* METALEX



The Mark of *Quality* in Engine Bearing Service

There's one way you can be sure of getting the kind of service you need for reconditioning the engine bearing assembly—ask your jobber for the Federal Mogul line!

You'll find what you want, and get it when you need it, in the black-and-red Federal-Mogul box . . . your guide to *quality*!

The Complete Line—More than 7,000 Items: Engine Bearings (Main, Connecting Rod and Camshaft)—Bushings—Connecting Rod Exchange—Reconditioned Connecting Rods—Rebabbitted Connecting Rods—Connecting Rod Bolts and Nuts—V-Seam Piston Pin Bushings—Bearing Metals—Laminated Shims.

Ask Your Federal-Mogul Jobber!



FEDERAL-MOGUL SERVICE (Division of Federal-Mogul Corporation) DETROIT 13, MICHIGAN

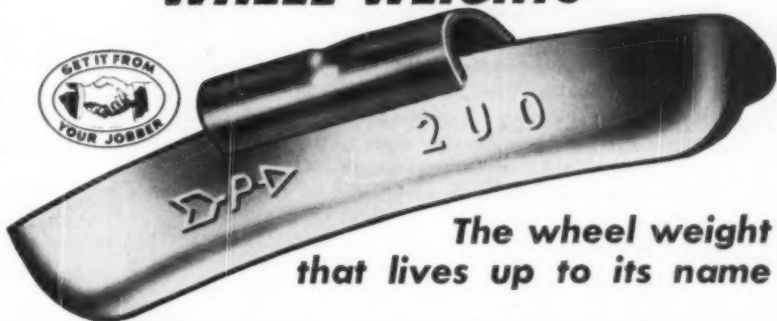


PERFECT TRADE MARK **WHEEL WEIGHTS**

● **"U" TYPE**—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● **"C" TYPE**—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● **"SPECIAL" TYPE**—Made for late model Cadillacs with hub caps covering entire wheel, 6 sizes.



**The wheel weight
that lives up to its name**



PERFECT EQUIPMENT CORP.

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars



PACKARD BATTERY CABLE
WITH LEADALLOY TERMINAL

*Customers appreciate the
value in*

PACKARD BATTERY CABLES

and you profit by it!

Both types of Packard battery cables—fitted with Brass or LeadAlloy terminals—contain the full-gauge copper core that assures long, trouble-free service. That means greater value for your customers . . . greater profits for you. Packard makes the right cable for every car—so order a complete supply from your Packard jobber now.

Packard
ALL-ALLOY CABLE
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

HERE'S WHY YOU SHOULD USE PACKARD BATTERY CABLES

Full gauge copper conductor insures delivery of adequate power for quick starting.

Conductor insulated by a heavy sheath of special rubber compound, strong braid, and lacquer. Top quality appearance and performance.

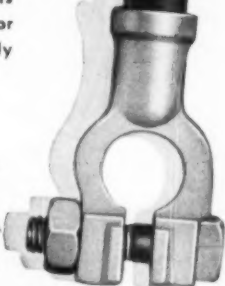
Cadmium-plated "Korelug," attached by 50-ton press, is integral part of conductor.

Raised bosses or shoulders make for easy spreading of terminal.

Terminals, bolts and thick nuts are given a special Packard corrosion-resistant treatment.

Trade numbers deeply and clearly stamped into Korelug for positive identification.

Reference chart printed on bottom panel of container . . . trade number printed on end panel for quick identification.



PACKARD BATTERY CABLE
WITH BRASS TERMINAL

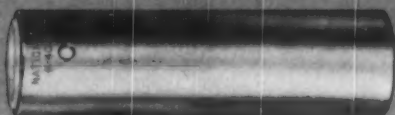
FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING



*Here's a **NEW**
Business Builder for YOU!*

National

UNIVERSAL JOINT BALL HOUSING KITS



Pat. No. 2,405,541

With the New and Improved

★ STEEL BALL HOUSING ★

This is another National Assembly that will make you more money by creating more repair business for your shop. It can be sold easily as a low-cost, preventive repair at the first sign of lubricant leakage, noise or vibration around the "U" joint, ball housing and ball seat.

This kit is installed without tearing down the differential and it saves the cost of expensive replacement parts. National Universal Joint Ball Housing Kits enable you to make quicker repairs and thus restore your customers' cars and trucks to their original fine operating condition at comparatively low cost.

*Saves Buying A New
Drive Shaft Housing*

*Can Be Installed
In One Hour*

**Other Parts in the National Line
Include:**

Drive Shaft Bushing & Seal
Assemblies, Drive Shaft Housing
Repair Unit K-400 and
"Universal" Trans. Case Ball
Seat, Etc.

Watch these pages for other New
National Parts.

The NATIONAL UNIVERSAL JOINT BALL HOUSING KIT With The New and Improved, Oversize Steel Ball Housing Provides:

- **LONGER LIFE** — Due to Oversize Feature.
- **15% STRONGER** — With the precision ground Drive Shaft Housing Repair Unit, the oversize Steel Ball Housing adds 15% in strength to assembly after installation.
- **MATCHED PARTS** — Individually matched parts to assure proper clearances for longer life.
- **QUIETER, SMOOTHER** — Closer fitting parts run quieter, last longer, eliminate vibration.
- **ENCLOSED SEAL** of New Steel Ball Housing keeps out dirt.

Sold Nationally by Leading Automotive Wholesalers. Write or wire for full information.



NATIONAL MACHINE WORKS, INC.

AUTOMOTIVE PARTS MANUFACTURERS

P. O. BOX 4305

OKLAHOMA CITY 9, OKLA.

CLIP & MAIL COUPON

Please send me complete information about the National Line.

Name

Address

City State 5-12



DEPEN

CHAM

SPARK

*Be a
Champion Dealer*

IT PAYS

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network

DABLE

PION

PLUGS

**All that the name
implies
in quality, turnover
and profits**

**CHAMPION SPARK PLUG COMPANY
TOLEDO 1, OHIO**

When You Install a Stromberg Carburetor
Your Customer Knows It's a Good Job ...



... because

Stromberg *Stand for* CARBURETORS Quality!

YOU GIVE MOTORISTS—

Easier Starting

Smoother Power

More Miles per Dollar!

When you stop to think about it, it's only natural that Stromberg* Carburetors are famous for better performance, longer service life and more miles per dollar. The answer, of course, is Stromberg quality—quality built in *right* from the start through scientific design, exclusive engineering features and mechanical simplicity. When you install a Stromberg Carburetor, you *know* it will go on building good business through good-will as long as it is in service.

REG. U.S. PAT. OFF.

Bendix SOUTH BEND

PRODUCTS DIVISION

INDIANA



Standard Equipment Sales: Elmira, N. Y.

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

YOU SELL

PREMIUM FEATURES AT
NO PREMIUM IN PRICE!

- **ANTI-PERCOLATOR**—A Stromberg feature which prevents waste of gasoline and hard starting when the engine is hot.
- **ECON-O-METERING**—Separate and positive metering systems for the cruising range and high speed operation assure utmost economy under all conditions.
- **SIMPLICITY**—Fewer working parts result in long wear and low maintenance costs.
- **ACCEL-ABILITY**—Positive and smooth acceleration that satisfies the most critical driver.
- **BALANCED RATIO**—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of air. This means additional economy.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.



Replacement Carburetors—Repair Kits



Hydrovac® Power Brake—Trailer Power Braking Systems



Original Equipment on most cars



Cold Immersion Parts Cleaner saves time and money

EXIDE ADVERTISING FEATURES EXIDE DEALERS—

To the 49,636,133 readers of The Saturday Evening Post, Time and 14 other national magazines, Exide Advertising keeps repeating: You can rely on the Exide Dealer.

THE SATURDAY EVENING
DOST

Exide has EVERYTHING

Surplus
STARTING POWER

Extra
LONG LIFE

FACTORY-FRESH
Stock

Alert
DEALER SERVICE

WHEN IT'S AN **Exide** YOU START

Get acquainted with the Exide Dealer. He knows batteries and battery service. And has modern equipment, latest all-glasswork that of testing and servicing. You can rely on his advice.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32
Exide Batteries of Canada, Limited, Toronto

With Exide, you have EVERYTHING

The NEW Exide Batteries that motorists want to buy.

Powerful NATIONAL ADVERTISING support.

SELLING AIDS that assure quick, easy, profitable battery sales.

EXIDE SURE-START SERVICE.

Battery SERVICE EQUIPMENT that's economical and easy to use.

SEE THE EXIDE DISTRIBUTOR

"Exide" Reg. Trade-mark U.S. Pat. Off.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32 Exide Batteries of Canada, Limited, Toronto

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1950

To All Automobile Dealers And Equipment Makers ...

**The Fifth Annual
National Automobile Dealers'
Equipment Exhibition
will be held**

JANUARY 7-8-9-10

Immediately adjacent to

Miami Beach Auditorium

Miami Beach, Florida

At the same time as the

Annual Convention of the National

Automobile Dealers Association.

Dealers will profit by visiting the 1951 Exhibition, the finest and most comprehensive in the history of N. A. D. A. shows. We suggest that you bring your service managers and parts managers to inspect the new developments in tools and equipment. Service personnel of independent garages as well as fleet operators are invited to attend the Exhibition without cost.

● *Address all inquiries to*

**RAY CHAMBERLAIN, EXHIBITION MANAGER
RONEY PLAZA HOTEL
MIAMI BEACH, FLORIDA**

CASCO

...Best Bet for Bigger Sales!

IS YOUR
AUTOFAN

NOISY
WOBBLING
POORLY TARED
IN EFFICIENCY?

Make it like new with a
CASCO
RUBBER-BLADED FAN
HUB ASSEMBLY

On all old rubber
bladed fans, replace
the hub assembly.

\$1.75



CASCO

GLASS WINDSHIELD DEFROSTER

• Securely fastens to windshield with 4 large suction cups. Knurled brass nuts permanently attached to frame. Allows one positioning of suction cups for entire season. Defrosting unit easily removed until needed again.

NATIONALLY
ADVERTISED
in Saturday Evening Post,
Callie's and other
top magazines!

No. A-15 for 6 volt systems **\$340**
LIST

No. A-16 for 12 volt systems **\$390**
LIST

Finest! Most Dependable!
CASCO SPOTLIGHTS
INNER CONTROLLED! SEALED BEAMS!



• Pierces deepest darkness • Turns in complete circle... left or right, up or down • Comfort grip with fingertip switch • Smart, streamlined chrome-plated • Separate pre-assembly insures no electrical disconnections.

JUNIOR: No. S40, Thru-the-Past Mounting;
No. S35, Thru-the-Door Mounting. LIST

STANDARD: No. S41, Thru-the-Past
Mounting only. LIST

\$1650

Fair Traded

\$1700

Fair Traded

Winter Sales Winners!

HUB REPLACEMENT ASSEMBLY for 6" RUBBER-BLADED FANS

A huge market awaits you this Fall and Winter for replacing wornout 6" rubber-bladed fans of any make with a Casco Hub Assembly. Motorists need their fans in good working order to remove the blur of sleet and snow from their windshield. You get 6 Hub Assemblies in merchandising package, attractively mounted on selling display. Order now, and cash in.

\$1.75
LIST

CASCO 2-SPEED 6" RUBBER-BLADED AUTO FAN

No. F-11

\$750

• Chrome-plated metal trim and swirl arm • Direct motor • Universal mounting bracket. Fair Traded



NEVER FAILS TO GIVE SAFE VISIBILITY
THROUGH SLEET, ICE, SNOW AND FOG!

• New Exclusive Switch-Control Plug provides positive "on and off" heat control.
• Unplugs at defroster with a simple "pull-out" operation.

ONLY WINDSHIELD DEFROSTER MADE
WITH SWITCH-CONTROL PLUG!

Now... #1
IN SALES
Coast to Coast!

CASCO VISORS



Outstanding in style, finish and value! One models fits 90% of all cars. Choice of two beautiful, long-lasting finishes: Pearl gray Hammerloid enamel on smooth aer-aluminum (V-15 Series); silvery anodized aluminum, embossed and rigid. (V-1 Series.)

MODELS V-15 and V-1 fit all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudson • MODELS V-16 and V-2 fit Studebakers with windshield divider and 1939-40 Fords • MODELS V-17 and V-3 fit all 1946-50 cars with one-piece windshields except 1948-50 Hudson and 1947-50 Studebakers. Fair Traded

\$1875

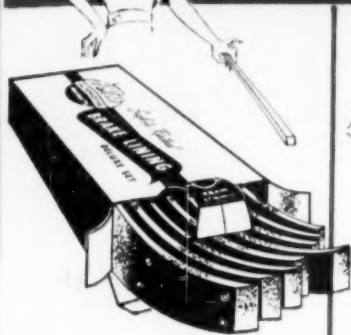
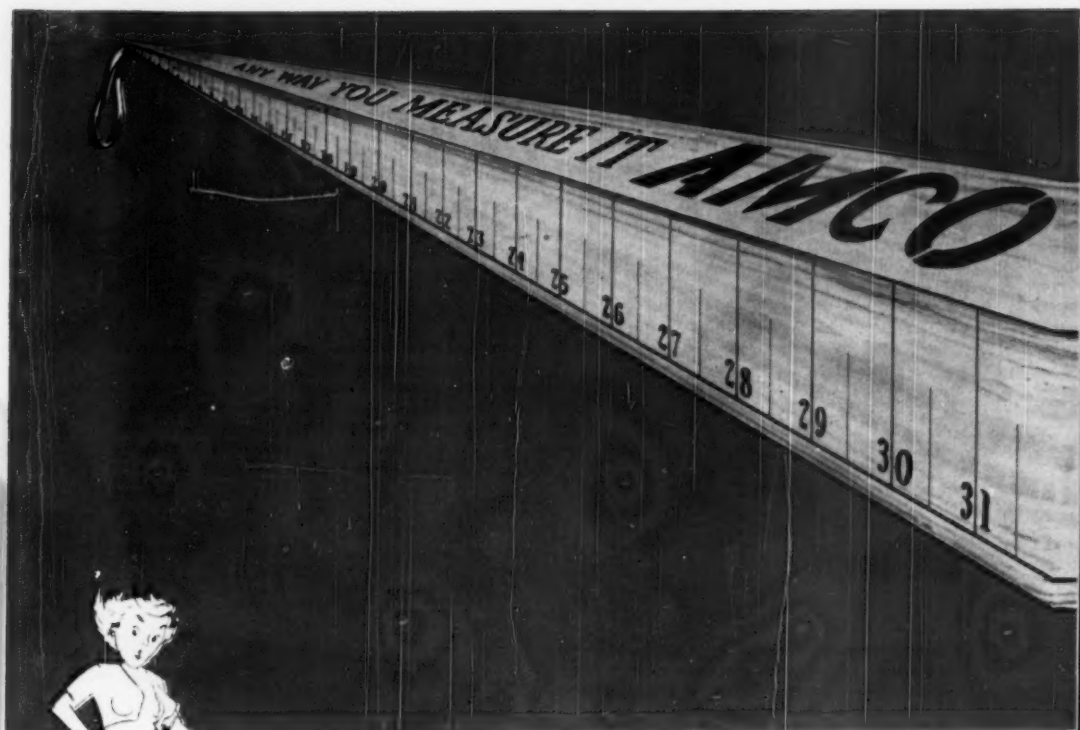
CASCO

FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO
PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT



Southeast Repr: LAWRENCE M. HIRSIG & CO.,
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas



Any Way You Measure It...

AMCO DELUXE BRAKE Lining Sets give you the Edge...in selling Plus-Profit, high-quality brake lining to customers who demand the best. Further, they give you the edge in Customer Good Will. The eight different frictions employed in De-Luxe Sets provide the Extra Safety Factor of **LESS FADE** and **LONGER WEAR**, without sacrificing the extra comfort of *soft-pedal* brake action.



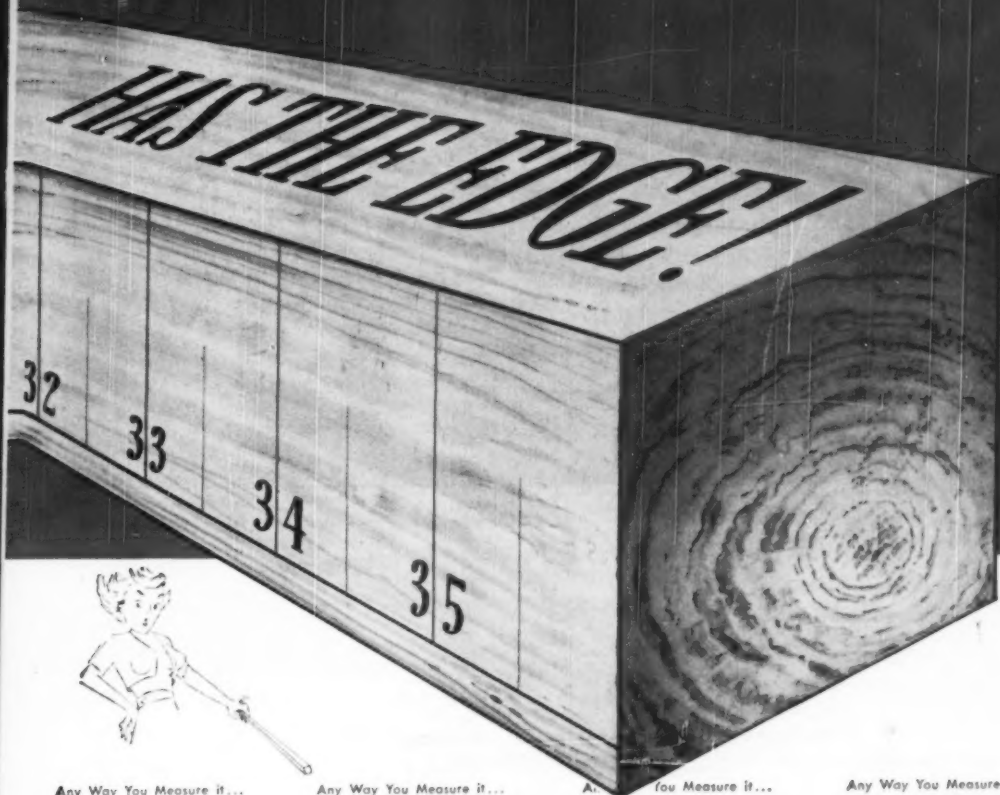
Any Way You Measure it...

AMCO'S COMPLETE CHOICE OF BRAKE LININGS gives you the Edge...with **WIRE-BACK SETS** for those who want top braking quality at popular price! Ground on reverse side for perfect fit. Split construction eliminates "humping" ...with **FULMOLD SETS** for bonded or riveted shoes! Available in individual sets or on shoe exchange, already attached to the brake shoes.



Any Way You Measure it...

AMCO HEAVY-DUTY BRAKE BLOCKS give you the Edge... with a specially-developed compound which assures the correct friction characteristics for heavy-duty service and eliminates dangerous brake fade, squealing and scored drums. **AMCO Heavy-Duty Brake Blocks** are available in $\frac{3}{4}$ " segments with tapered, lug-back or regular block, for every bus and truck.



Any Way You Measure it...

AMCO Pre-Stretched FAN BELTS give you the **Edge...** with specially-treated fabric to minimize power loss, heat-resistant cushions, and cords that are welded together for strength and longer life.

Any Way You Measure it...

AMCO RADIATOR HOSE gives you the **Edge...** with reinforcing coil wire to prevent collapse of curved pieces and three-ply fabric reinforcement for greater structural strength of straight radiator hose.

Any Way You Measure it...

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30

DECEMBER, 1950

No. 12

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Member of Audit Bureau of Circulations

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta and Marietta, Georgia

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Georgia

Publishers Also of

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Greetings of the Season

Here's a special way you can be Santa Claus to your customers during the Holidays—volunteer to check their batteries... so they can be sure of a fast start every time! (The quickest, surest method, of course, is the Marquette 20-Second Test.)

Yes, whether you're located in the "frigid zone," or in sunnier climes, now is a good time to promote BATTERY CARE.

Remember that stiff engine oil "ups" the starting load $2\frac{1}{2}$ times! Summer starting draws 125 to 300 amps... while winter starting draws 300 to 700 amps.

When you're charging a battery and the charging rate is jumpy, or cuts out altogether, check for: (1) a poor connection between the charging clamp and the battery post, or (2) poor connections between the plug on the power-supply cable and the wall receptacle. Always be SURE the jaws of the battery clamp "bite" into the battery post to make a good contact. Keep the jaws clean and free from corrosion.

DON'T ALWAYS BLAME THE BATTERY. If your battery tests show that the battery is in good condition—but needs frequent recharging—you'd better check the Voltage Regulator, Generator, Cables, etc. You'll show your customers you're on your toes... and chances are you'll get a nice extra profit on repairs or new equipment.

Here's hoping you have another good year in 1951! The rest of the gang here at Marquette join me in wishing you a Merry Christmas and a Happy New Year!

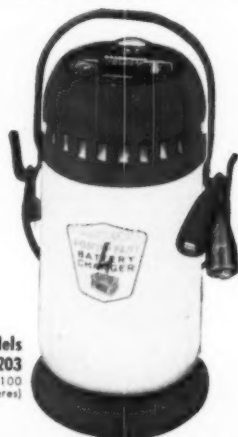
recharge your battery charging business!

KeeP in mind these two facts: One, you can increase your charging business, earn a greater margin of profit, with top-notch testing-and-charging equipment. Two, Marquette's 20-second test enables you quickly to spot defective batteries—and sell new ones. Check the specifications of Marquette equipment, notice the "big names" of the people who make the basic parts. You'll see why Marquette Testers and Chargers are better. Invest now... and recharge your battery charging business.

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**Model
202**
(100 amperes)



**Models
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(80 and 100 amperes)

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Battery Testers and Chargers

Get it from your Jobber!..

THE COST OF REGIMENTATION

No. 8 in a series of editorial messages

WITH the return of Congress it is probable that we will move on toward a regimented war-time economy. The recently imposed credit restrictions and defense-order priorities may be only a mild sample of what's in prospect—such as price, wage and manpower controls, consumer rationing, priorities, allocations and limitation orders.

It's not a pleasant prospect. Most of us have vivid recollections of the troubles experienced so recently under war-time controls. We realize, too, that if such controls are again imposed, it will not be for some brief emergency period, as heretofore. Today we face the apparent certainty of having to live under a semi-war economy for many years. The present generation may never again see the time when it can be free from the burden of a huge military establishment.

So we should make certain that such government controls as are now clamped down on us are really necessary. For they are quite likely to be with us not merely for some brief emergency period but permanently.

We should reflect on the high cost of these direct government controls—in a vastly expanded government bureaucracy, in an army of federal snoopers, and in the loss of individual freedom and opportunity. We should consider the troubles experienced under rationing and price control—the flood of regulations and interpretations that must be studied, the added burden of record keeping, the rationing scandals, the black markets and the gray markets.

We should remember that communism is not the only grave danger that confronts us. Perhaps equally menacing is the prospect of long-continued government controls, with bureaucracy becoming so firmly entrenched that, irrespective of military developments, we might lose the very freedoms for which we are now fighting.

After all there is an alternative. There is another and perhaps even more effective way to attain those necessary objectives of channeling more manpower and supplies into the defense program without producing further inflation. This is with

indirect measures rather than direct controls.

First and most important is for government to follow the advice it gave its citizens and do some realistic belt-tightening. This means cutting down on non-military spending at the same time that heavier taxes are imposed. For serious effort to balance the budget would do more than anything else to remove fear of further depreciation in the value of the dollar; and thus it would encourage our citizens to invest their savings in government bonds instead of engaging in a mad scramble to convert their dollars into merchandise.

A further important step is for government to make it clear that the military program entails sacrifices for all classes of our citizens—for labor and farmers as well as business men and white collar workers. If government has to spend more, civilians will have to spend less; and that means actual reduction in real income, in purchasing power, for all alike.

Since the start of the Korean war, organized labor has kept business and industry in a turmoil with strikes and threats of

strikes. With little justification—for the cost of living is still below the 1948 peak—labor leaders have forced general and substantial wage increases. These, in turn, have brought price boosts.

Government can and should discourage the idea that anyone can profit from the military program.

Another effective indirect method of retarding inflation is credit control, as exercised by the Federal Reserve System. This is quite obvious in the automotive trade where sales fell off sharply after drastic new credit restrictions were imposed on new and used car sales.

"Some think that the inflationary problem can be solved by rationing, controlling inventories, and fixing prices by law," says the Federal Reserve Bank of Atlanta. "Price controls and rationing, however, reduce neither the money supply nor the desire to spend it."

It seems evident that we should attack the disease instead of the symptoms. In this way we might avoid the high cost of a regimented economy.



He'd better tighten his purse strings.



Season's Greetings

A FULL FLOW of holiday spirit!

A FULL FLOW of brightness and cheer!

May FULL FLOW, wherever you hear it,

Help RING in a bountiful year!

And, speaking of RINGS, there's a nifty,

That dealers from coast to coast sing—

It's called the Sealed Power MD-50;

The ring with the FULL-FLOW SPRING!



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



SPOTLIGHTING the NEWS

He teaches kissin'. "Kiss 'em—just kiss 'em—first," said a well-known Florida dealer in elaborating on a point in his talk before the Automotive Trade Association of Virginia at Richmond last month. His talk contained meat of interest to dealers and garagemen alike. "Sax" Lloyd, who handles Buicks and Cadillacs at Daytona Beach, pointed out that car-factory service promotion had been urging, for years, that service salesmen scrutinize cars closely for additional repairs.

Easy does it! But, said this popular speaker whose address is delivered in as picturesque fashion as Will Rogers ever did, don't hurry to see how much you can make that repair bill amount to. Take it easy, "Just kiss 'em the first time," he urged. Advise the customer of the additional repairs or services needed, but don't hold him in the shop to do that; don't phone him at the office to do that. Note it on his bill or tell him about it when he's leaving with the car repaired or serviced as he originally requested. "The customer will then have faith in you and feel that you're showing a personal interest, since you're not high-pressuring him at a time when he had on his mind perhaps a mere grease job," Lloyd said in about those words. The customer will return later and virtually order the work done which had been suggested, the Floridian said in a talk which drew keen attention.

Prices and production

are hogging up the spotlight so far as the new-car end of this industry is currently concerned. Of course that pesky 15-month credit restriction has continued to brake new- and used-car sales, but there are other elements on the horizon, too. Franchised dealers have begun to fear that the continued outpouring of record numbers of units would force them to park 'em in their showroom windows, practically. Factories should slow down to keep more in line with the demand, most of the dealers interviewed in the Carolinas and at the Virginia convention asserted.

The future shapes up about like this, however, according to one topflight factory executive: From now until about next April, cars are going to continue to roll off the lines in about the same numbers as the last three months of '50. Then the effects of materials shortages, and possibly a direct government order to curtail production, will crimp production perhaps as much as 50 per cent. The dealer with a big inventory will be the fortunate one then. The administration will be satisfied to see lower production for a time, reasoned this well-known official, since most of the rearmament plants will be beginning to operate and will absorb labor displaced by lower production.

Costs of production

are mounting day by day and it's getting pretty apparent to everyone at the executive level that the factories are going to be forced to pass them on to the car purchasers, said this official. He pointed out that Henry Ford II had announced that while his factory would absorb the nearly \$80,000,000 additional costs on current production, Ford did not say that his factory could continue to do that. Higher prices are obviously coming.



"Of course I want service customers to come back, but not the same day!"

Scarcities of some replacement parts

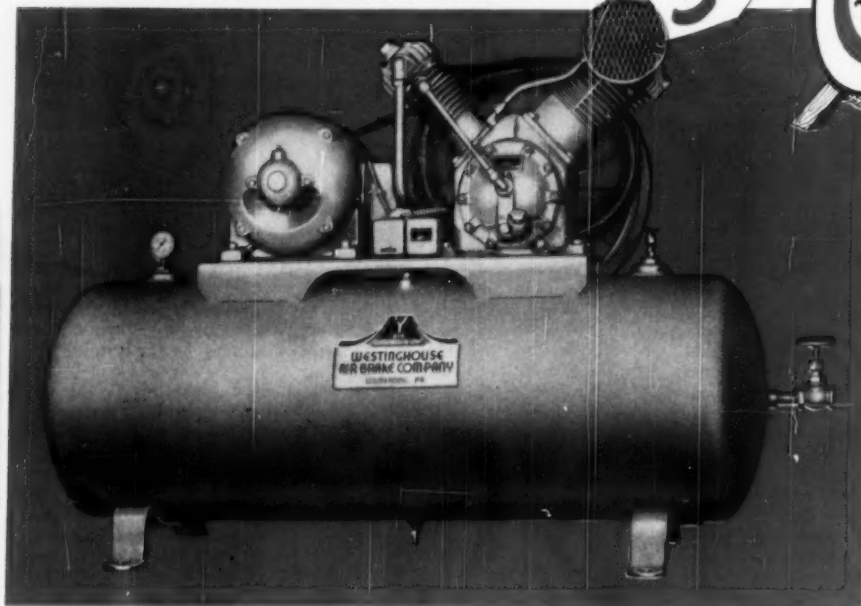
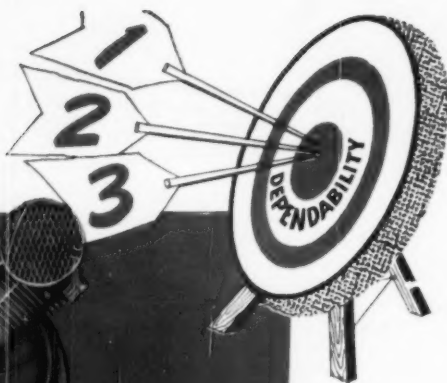
are affecting more and more repair shops, particularly work on units ten years old or older. One Georgia service manager estimated that \$2,000 worth of work was being held up in his big shop for lack of some parts to complete the jobs. A survey of the extent to which this condition has spread appears on page 31.

Welcome South, Suh!

Next month the rails, air lanes and highways of the Southeast will be the funnel through which thousands of franchised dealers of the United States will pour on their way to the annual convention of the National Automobile Dealers Association at Miami Beach, Fla. The association, headed by Fred L. Haller, Hudson dealer of Washington, D. C., is approaching its previous record membership of 35,000. More than 10,000 may attend the meeting.

Hit the Bull's-eye with

THREE POINTS OF PROTECTION



Westinghouse Air Brake Company "Y" Compressors

Your air supply and your pocketbook are both safeguarded by the three-point protection that's engineered into the Westinghouse "Y" Compressor. It's rugged and husky, made for continuous duty, two-stage air cooled, has automatic start and stop, multiple V-belt drive, fully enclosed crankcase, and ASME-standard tank . . . PLUS these important extra features that ban the biggest hazards to compressor life.



CONTROLLED PRESSURE LUBRICATION. Exclusive with the "Y", the lubrication system is powered by a positive, over-running oil pump that starts when the compressor starts, forces a continuous flow of oil to all moving parts. A ball-relief check "meters" the oil flow in accordance with speed. This is the type of life-extending lubrication system used in high-speed automobile engines.



LOW OIL LEVEL PROTECTION. Another "Y" exclusive feature. An interlocked starting unloader prevents compressor loading until rated speed is reached, and unless oil is at proper level. If level drops during operation, the compressor immediately unloads . . . and oil can be added before damage results.



THERMAL OVERLOAD PROTECTOR. This device is standard equipment, at no extra cost, on the "Y". Current is automatically cut off if motor overheats for any reason.

Westinghouse "Y" Compressors come in a range of sizes, with $1\frac{1}{2}$ to 10 hp electric motors, and displacements of 7.4 to 41.5 cfm. Gas engine driven tank units can be furnished for service where electric facilities are not available. Ask for Bulletin IDC 9302-3 for complete information on sizes, types and accessories.

Westinghouse Air Brake Co.



Industrial Products Division . . . WILMERDING, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

"Christmas" Twice Every Year!

An employees' bonus pay plan which considers the seniority of workers has brought in big dividends.

By Beatrice Miller

CHRISTMAS time is bonus time at Banning & Sons, Inc. (Dodge-Plymouth), Hyattsville, Md.

Christmas time has been bonus time every year at Banning and Sons, Inc., since July 1, 1946, when the doors opened. Nor is it the only time of the year when George S. Banning, president, feels that he wants to reward his employees for devoted service by sharing his profits with them.

Twice yearly, in July and December, a bonus of one week's pay is given each employee for each year of service with the company. Those who have been with Banning's from six months to a year are rewarded with one-half week's pay. Those under six months are not left out; in accordance with their period of service and commensurate with their value to the company, a bonus is awarded them, too.

The bonus is paid, of course, while Banning & Sons, Inc., is operating profitably, since the outlay amounts to approximately \$3,000 at each bonus time. Only once in the four-and-a-half years' existence of the company was the bonus omitted, and that was in July of this year after the Chrysler strike.

"We find that a bonus raises morale and gives employees a feeling of being appreciated," said Banning, who indicated that absolutely everyone was included,



It's a Christmas present de luxe that Robert L. Banning hands to C. C. Birley, shop foreman, and L. A. Petty, service manager. And it's Christmas in July, too, under this bonus system.

from the general manager to the janitor, from those who were on deck the first day this dealership opened to those who may have come in only a week before the bonus was given—a total of about 26 employees.

"We believe it increases loyalty. During the Chrysler strike we were forced to put our people on half-salary for seven weeks,—and not a single employee left. Undoubtedly this was a severe hardship on everyone, particularly family men, but they understood and stuck by us."

Banning believes turnover among mechanics in the shop is

not as great as at other shops.

A mechanic's weekly earnings are averaged over a year and that becomes the basis of computing his bonus. Mechanics' bonuses average \$75 to \$100, or one week's pay, since one year is the average length of employment of mechanics here before they move on to another shop.

The service manager, who came in as an apprentice in July '46 and has progressed steadily to top man in the shop, received \$210 bonus at Christmas '49, \$100 July '49, \$135 Christmas '48.

The bookkeeper, who has been with Banning's four and a half

years, received \$225 last Christmas and \$200 in July '49.

The parts manager, who was employed October 7, '47, received a bonus of \$200 in July '49, \$160 in December '49 and \$155 in December '48. The amount of \$155 covered two weeks' pay, though the parts manager had been with Banning's only a couple of months over a year.

From this it may be seen that the formula by which the bonus is computed is a flexible one and in individual cases where an employee is of great value, larger rewards have been made. It will vary also in accordance with the company's profits, since the total outlay is planned to be a certain percentage of the profits.

A car salesman in July '49 received \$200 after one year's employment, which was an average of his weekly earnings of salary and commission. In December '49 he received \$105.

Janitors have received to date a straight \$25. Like other categories they are eligible to a bonus on the same formula, but turnover is high among them.

A young clerical worker employed a week before Christmas was given \$10.

How do Banning's employees feel about the bonus? Here is a sampling of reactions:

"It's a very generous gift on the part of Mr. Banning, especially giving it at mid-year as well as at Christmas," remarked Leone S. Genske, the book-keeper, whose devotion to her work had her computing the payroll even when she was home ill recently. "It relieves the burden at Christmas - time



"Here's your little helper, Joe! Remember me from the last war when they drafted all your men?"

and replenishes the purse in July for income taxes paid in March."

Carlyle M. Sole, parts manager, had this to say:

"You can notice the effect of the bonus even six weeks after it is given. It relieves tension. It is very well arranged, coming twice a year."

"It's a fine practice," commented Rodney Hall Leser, parts de-

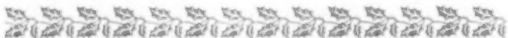
partment counterman who received \$90 bonus last Christmas. "It makes you want to work harder and put forth your best effort."

A car salesman who did not wish to be identified added, "It's an incentive that makes you want to do. But it's not only the bonus. It's the fine way we are treated here, especially when we need the boss."

Employees of Banning & Sons, Inc., may anticipate mid-year and Christmas bonuses in the future, for long-established bonus plans would not be ruled out in the event of wage and price controls, according to present indications.



Manpower will evidently become a growing problem. Maybe the figures cited here can help to show you what to do.



Scarcity of Parts Slows Some Jobs



IF THEY could have their wish on Christmas morning, 72 per cent of the service managers and garage operators in the South would like to find a tailpipe, fender or gasket hanging on the tree.

But more than a fourth of them probably would settle for softer-hued ties and more fishing tackle, since they have not been bothered with parts shortages.

That's the picture revealed in a survey by SOUTHERN AUTOMOTIVE JOURNAL last month among 700 garages and dealerships in the Southeast and Southwest.

About 30 per cent of the shops reported that one or more jobs were being held up for lack of some part. Estimates of the dollar volume represented by these jobs ranged from \$87.42 to \$5,000. But almost 70 per cent of the shops had experienced no tie-ups through lack of parts.

Is there the prospect of a happy new year for the parts situation? Slightly more than 70 per cent of those returning the questionnaires felt that the supply was apt to tighten before there was any improvement. But there are bright spots, both in the national economic picture and in steps the individual shop could take to im-

prove the local situation.

"The railroads have laid out a program for purchasing 120,000 freight cars next year and the sheet steel and castings going into these freight cars would be sufficient to build approximately 2,000,000 automobiles," Ray McGovern, president of McGovern Buick Co., Richmond, pointed out in an address at the recent convention of the Automotive Trade Association of Virginia.

"The steel for this program has top priority," he said. "This in itself would not be too heavy a blow, because in normal years a sizeable amount of steel goes into the building of freight cars. But on top of this is the steel required for increasing the capacity of the steel plant itself, together with the additional steel required for rearmament."

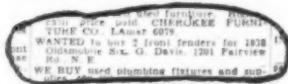
Tighter allocations of copper and some other metals seemed probable, indicating that the situation might get worse before it improved.

Some top-ranking car-factory officials believe that by next spring car production may be cut rather sharply, as tank building and other rearmament programs get into full swing. This would mean that their suppliers could release to the replacement market parts that would have been used as original equipment if current production levels were maintained. Many felt that suppliers' production would not be cut as sharply as car-factory production.

What parts are southern shops finding hard to obtain? The things mentioned most in the survey were: sheet metal (body panels, fenders, etc.), chrome trim and grilles, mufflers, tailpipes, gaskets, front-end parts, copper tubing, some gears and some bearings. Scattered shortages of universal joints, rear springs, crankshafts, transmissions, differentials, carburetors, voltage regulators, water pumps, brake cylinders and heater parts were reported, but these were not gen-

(Continued on page 100)

Ads like this one may appear in greater number before the current shortage is over. Said one reader: "It is almost impossible to get parts for some cars over ten years old."



So You Want to Try It Again?

By MARTIN G. SILLIMAN
President, Orlando Consolidated Co.
Orlando, Florida



WHenever we see a movie a second time it has to be a good one, especially if some time has elapsed since we first saw it.

Right now it looks like we are getting ready to buy our ticket and bag of popcorn and sit through a re-issue of that World War II merchandising feature, "Shortages and Allocations." But while it seemed to be pretty entertaining the first time we saw it, somehow or other it just does not stack up in retrospect. In fact, its first showing resulted in a lot of headaches, and many of us vowed that we never wanted to see it again.

Yet, this old war-time thriller is back with us again, with the

same captions and dialogue, the same cast of characters and ham acting. It is playing to the same old automotive audience who are reared back to enjoy it in the very same old seats with never a thought of what happened after their last participation in this questionable entertainment.

That full-length feature might well be entitled: "Get It While You Can, Treat 'Em As You Please and to Hell with Everybody But Me."

It was just a few years ago when we were all milking that good old fat and healthy sellers' market to the last drop—until we suddenly discovered that something had happened to the old

bovine and she had gone as dry as a hard-to-get-at grease fitting.

When we started checking up we found that this arid condition was by no means a sudden development. It had been creeping up on us for some time, unnoticed, since we were so busy cranking the cash register, making out time-payment contracts, overcharging and generally mistreating customers, turning out sorry shop work, and acting cocky and ornery in so many ways, that we failed to realize what was happening.

They Saw the Burdens

Many automotive firms suddenly found that they were burdened with vastly-oversized inventories and operating expenses. Some of them had emergency-acquired personnel that was neither efficient nor self-sustaining. Others had salesmen who seemed to have forgotten how to actually sell, since they had been riding the air-foam cushion of big demand and short supply for so long that their differentials had forgotten how the thin cushion of hard work felt. Some dealers and wholesalers had all this and declining volume too.

Many automotive merchants decided that if they ever got their houses in order again, they most certainly would not be found in the same predicament another time.

Do you remember any of those good resolutions you made—such as reduce inventory, get rid of all non-productive help, cut expenses, improve customer relations, start an aggressive sales program, replace the Varga Girl

"Many of us vowed we never wanted to see it again."



calendar on the wall with a dusted-off copy of the Golden Rule, and make a new start at practicing that rule once again with the customers?

Now it seems that many of us have forgotten those resolutions, or pushed them aside for the time being. For the rash that was so virulent during the late sellers' market and which seemed to have vanished, was far from cured. On the contrary it was present in a dormant state, all the time, soothed by the healing ointment of a buyers' market and waiting only for the first signs of merchandise shortages and price advances, to break out again into a full-scale epidemic.

Yes, sir, all the signs are much in evidence that we are going to pull a "repeater." These signs are becoming more noticeable as the war scare continues and the possibility of our launching a big-scale re-armament program becomes increasingly apparent.

Yet, if we revert to some of the old habits of the war and post-war period, we are likely to encounter much different conditions than we did last time. For today we are dealing with patrons who are already a little short of those Fair Deal dry-cleaned dollars, who are facing the prospect of higher taxes—local, state and federal—and whose cost of living has risen sharply in the past few

years. If you doubt this, go buy a lamb chop.

The customer, of necessity, is more price-conscious now. In fact, you may be surprised to find that the mild-mannered and long-suffering group that you have been dealing with regularly seems to have gone through a metamorphosis and emerged as a bunch of intractable and unreasonable people that it is much harder to keep

satisfied than it used to be.

The customer who used to drive in, slam on his brakes, hop out into that puddle of grease on your shop floor and yell "Fix it!" over his left shoulder as he fanned the breeze through your door on his way out, is no more. He has disappeared into the same limbo where you will also find the man who bought those new cars from you, Mr. Dealer, and did not care how many extras you hung on them or just how you arrived at your delivered price.

And, Mr. Jobber, you will also find there that garage man and service-station operator to whom you used to dole out scarce merchandise surreptitiously, dealing from the bottom of the counter, with a pious attitude of bestowing largess on the poor devil. His disappearance has been due in part to the fact that he now has three times as many sources of supply as he formerly had. He has the major oil companies, the big tire manufacturers, the car dealers who are trying to do a wholesale business, besides a large bouquet of new jobbers, freshly plucked by the manufacturers from bushes whose root stock is, to put it very mildly, rather hybrid.

Without even burning a gallon of 30-cent gasoline I can reach a town of about 50,000 population that has seventeen (17) automotive jobbers, not counting the

(Continued on page 72)



"The fallacy of the old gouging policy was brought home to some of us forcefully and painfully once before."

"Finding and hiring good outside men nowadays is something of a problem."





25 years of marriage
and I still wonder —

Why Is a Mechanic?

By the Little Woman

I'M ASKING. Please don't think I'm going to expound. I've only been married to him 25 years. I haven't found out *what* is a mechanic yet.

This article has no application to the man who makes a deliberate decision to endure the dirt and grease and learn to repair machinery because he thinks he will make more money at it than he could at a nice, clean job.

It applies to the fellow who is unconscious of the dirt and grease. He will work with a piece of machinery throughout his mealtime, past his bedtime and on *ad infinitum* until it is exactly "on the money."

He hasn't a thought in his head about what he is getting out of it. He doesn't know whether he is wearing his new nylon shirt or nothing at all. Machinery is his love. He has a driving, insatiable curiosity about the why of it and a compulsion to correct any maladjustment.

By the exquisite, excruciating route of these years of double harness I have made quaint discoveries which bring tears and laughter in the same breath.

Here we are considering the strange breed which keeps the nation's automobiles performing at the highest level the driver is educated to require. My husband is not an isolated instance. There are others. It is of him, however, that I know.

The human machine is peculiar to him because it cannot be adjusted with precision and depended upon to deliver. It will fly off at unpredictable tangents for no clinical reason and generally is



unreliable under the peak load. There is a definite reason when his machinery misbehaves. Not so with people. And if he does not understand people, no more do they understand him. Scan the fat lady who asked me, "Does he have special pliers for eating?"

Although his fellow man is queer to him, he is not intolerant. The very quality which makes him a good workman also makes him tolerant, because the delicate coordination of mind and hand produces a happy balance of the nervous system which is found neither in the man who works with his hands nor the man who works with his mind alone. Patience and good-nature pervade his life.

Only one thing can arouse his anger. You guessed it! Abuse of machinery is unpardonable, and he will not condone it regardless of who owns the machine.

Graduating from a factory school, he was followed home by a letter from the head of the

school. "This man is highly skilled and well-informed, but he should go to a class in public speaking and learn to talk."

He would no more attend a class in public speaking than he would walk into a burning building. His forced replies of few words are classic. A customer back from a traffic test with him told me this story.

"You've got the right of way," the customer told him when he did not go ahead on the green light at an intersection.

"Does he know it?" He pointed to a car whose driver was slow observing the danger signal on the cross street.

There was the dyspeptic-looking man who asked for a fan belt. My husband did not know the man's name, but he knew the make and model car he drove (a characteristic). He reached up and pulled a fan belt from its hook, handing it to the man.

"That's wrong," the customer said irritably.

(Continued on page 70)

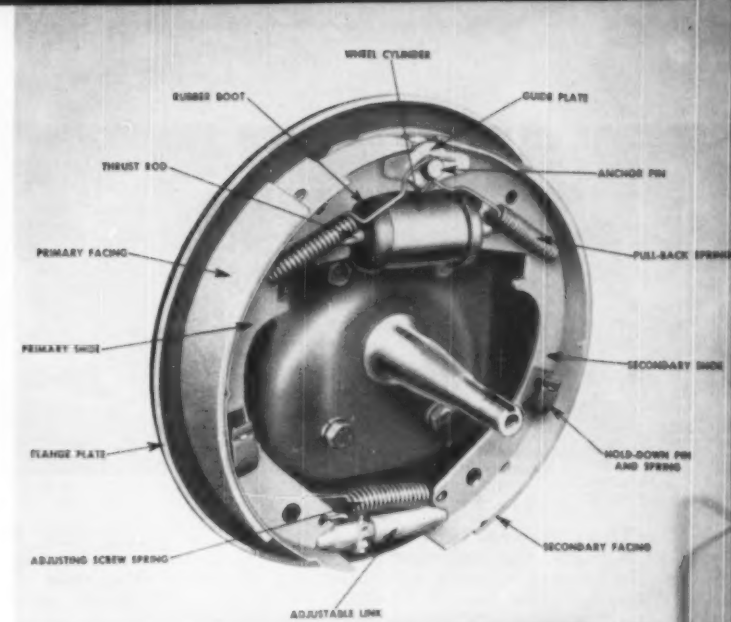
Chevrolet Changes Brake

REDESIGNED self-energizing brakes, with an increase of 15 per cent in the lining area of the front brakes, are a major mechanical change in the 1951 Chevrolet cars.

A more rigid torque tube with a diameter of 3 1/4 inches instead of the former 2 13/16 inches and a propeller shaft with ends redesigned to accommodate the attachment of balancing weights are other features.

Each brake has one wheel cylinder and two shoes. The wheel cylinder is situated near the top of the brake flange plate, just below the anchor pin. A pull-back spring is installed between each shoe and the anchor pin to hold the upper ends of the shoes against the anchor pin when the brakes are released.

Lower ends of the shoe are connected by a link and helical spring. The link is made up of an adjusting screw, riding in a socket at the front, and threaded to a pivot nut at the back. Outer ends of the socket and pivot nut are notched to fit the webs of the



Operation of the new Chevrolet brakes is shown by this left front brake. Since shoes float free, force of friction between shoes and rotating drum turns the entire assembly in the direction of wheel rotation when braking is applied through piston in wheel cylinder. Front or primary shoe moves downward, and back or secondary shoe is carried upward until its upper end butts against the anchor pin. Friction between the moving drum and stationary shoe then tends to roll both shoes toward the drum with increased pressure.

brake shoes, providing freedom of motion between the link and the shoes. The spring is stretched from one shoe web to the other, crossing over the notched head of the adjusting screw. It bears against one of the notches in the head, and thus acts as a detent and lock for the adjusting screw. Rotation of the screw changes the length of the link which, in turn, moves the shoes in relation to the brake drum.

Momentum of the car is utilized to a greater extent to help

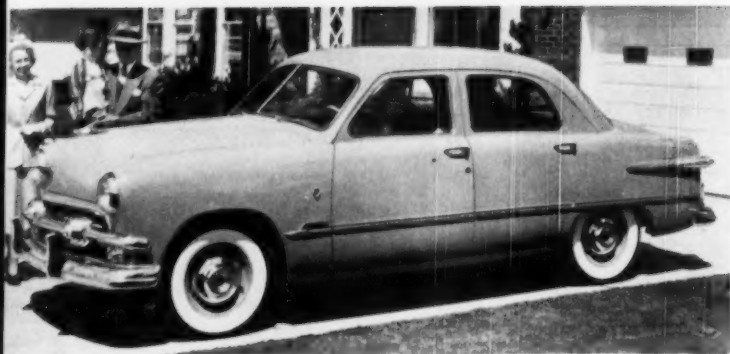
braking. This self-energizing or self-actuating force is applied to both brake shoes at each wheel, whether the car is in forward motion or reverse.

When the brakes are applied, the pistons in the wheel cylinder, acting on the brake shoes through connecting links, force both shoes against the drum. Since the shoes float free in the brake the force of the friction between the shoes and the rotating drum turns the entire assembly in the direction of wheel rotation. The front or primary shoe moves downward, and the back or secondary shoe is carried upward until its upper end butts against the anchor pin. The friction between the moving drum and the stationary shoes now tends to roll both shoes toward the drum with increased pressure. The secondary shoe pivots on the anchor pin at the top, and the primary shoe tends to turn about the adjusting link at the bottom which is held stationary by the secondary shoe. In this manner the self-energizing effect increases the pressure of the shoes at the drum, reducing the physical force necessary on the brake pedal.

(Continued on page 102)

The Styleline De Luxe four-door sedan is one of 14 models.





1951 Ford Has New Drive

THE Fordomatic Drive, an automatic transmission combining a torque converter and planetary gear train, is optional equipment on the 1951 Ford passenger cars. Conventional three-speed transmission and overdrive are also available on both the six and V-8 engines.

Several changes have been made on the 100-horsepower V-8 and 95-horsepower six engines. Valve rotators have been incorporated and the top compression ring on each piston is now chrome flashed. The ignition system has been weatherproofed.

A redesigned fuel pump gives reliable performance under all conditions, company engineers said, and a larger windshield wiper motor improves wiper operation.

Gears have been redesigned and strengthened in the conventional three-speed transmission and in the unit used with overdrive.

New mounting of the intake manifold on the six gives more

uniform fuel distribution for quicker starting in cold weather and smoother performance. Installation of expansion-control Autothermic pistons, a redesigned camshaft and a three-blade fan give quieter operation.

Converter Multiplies Torque

The automatic transmission was pictured and described on page 84 of the July issue of *SOUTHERN AUTOMOTIVE JOURNAL*. Under maximum conditions, the converter unit multiplies the engine's torque more than two times, company engineers said. In addition, the gears multiply the converter's torque output another one and a half times in intermediate and 2.44 times in low. Thus, the final maximum twisting force coming from the transmission in intermediate ratio, where the car is normally started, is three times the engine's original output.

The principal components of the converter are a pump driven by the engine, a turbine connected through the planetary gear

train to the driveshaft and rear wheels, and a stator situated between the pump and the turbine to control the directional flow of fluid. The pump forces the fluid through the turbine to the stator which directs the flow of the fluid back to the pump. This complete cycle of fluid flow multiplies engine torque in varying degrees from more than two to one under extreme conditions, to one to one at cruising speeds, at which point the converter simulates a fluid coupling.

The gear train is the planetary type, permitting shifting between ratios without interruption of power, company engineers said. Gear ratios are changed by a series of bands and clutches operated by hydraulic controls.

Suspension improvements and automatic ride controls give the 1951 models a softer ride. A new control valve which adjusts the cushioning effect has been developed in the hydraulic shock absorbers. The combination of ten-

(Continued on page 70)

The convertible and four-door sedan are two of nine body styles in the two '51 series.



Daily Sales Distribution Sheet

[illegible]

It's easy to pin down out-of-line costs with the help of the daily sales distribution sheet. Breakdown of costs and sales on the form used is shown at left. The letters at the top of columns indicate the department, "A" being the paint shop, for example. Additional examples and details on the system and how it plugged profit losses for the firm are in the article.

G—Sub-let—all work that is farmed out is placed here in two columns: sales and cost.

Keys brought out at this point that all work in process overlapping a month or several months was accounted for and recorded within one month, so that a truer picture was obtained. A repair job, for example, begun in July and not leaving the shop until September would have labor and materials sales and costs all ac-

counted for in September and not July.

As Keys checks each item on the repair order, he notes on the back from whom materials were purchased or the creditor, the department code (A, B, C, etc.) to which materials were allocated and the amount.

For example, on the reverse side of a repair order may be found:

W & A (Buick dealer), G (sublet department), \$1.80 (for straightening and adjusting Dynaflo linkage).

Stanley Horner, B, \$37.88 (front bumper).

This makes checking and re-checking possible on all allocations.

All list prices are checked for accuracy the same day the order is turned in. Estimated list price may sometimes be at variance with the current list price. Parallel columns give estimated list and current list price so that a grille panel, for example, having \$7.50 appear in both columns is passed through.

Recovers \$3 Variance

However, in another example where \$19.80 was estimated for four louvers and the current list price was \$22.80, a variance slip for \$3 was made out. An attempt is made to recover the difference after it is learned why it happened. If the amount cannot be recovered it is charged off to profit and loss.

Maintaining a perpetual inventory card system in the stockroom, the Rosslyn Auto Body Co. has a stock card for each item on which is indicated part, its number and cost. When a stored part is sold, note is made on the card of what job it was used on. On the repair-order copy retained by the office a note is made that it was taken from stock. In this way a definite inventory is arrived at each month.

All labor at Rosslyn is paid on a piece-work basis, on which a 40 per cent labor profit on body mechanics and 35 per cent on paint men is realized. A \$20 labor sale of painting yields \$7 gross pay to the paint man.

On the stiff manila shop copy of the repair order, the shop foremen of the various departments indicate a labor sale, for example, of \$49.75 and the name of the mechanic who did the work. The

VARIANCE SLIP					DATE
ESTIMATOR <u>Lee</u>					8-9-50
CUSTOMER <u>24 C. WALKER</u>					
ORDER NO. <u>0278</u>					
ITEM NO.	ITEM	ESTIMATED PRICE	ESTABLISHED SALES PRICE	VARIANCE	REMARKS
	4 Louvers	19.80	22.80	\$3.00	
DISPOSITION _____					
APPROVAL _____					

When estimated list price is not the same as current list price, a variance slip is made out on the form shown above. An attempt is made to recover the difference when the reason for it is discovered. If it cannot be recovered, it is charged off to profit and loss.

amount of the labor sale is credited to "B" or the metal shop; in the paint shop, or "A," the shop foreman accounts for a \$20 labor sale similarly by indicating who did the work.

Each shop foreman therefore maintains a daily payroll record with the date, mechanic, ticket number and amount of labor sale. These items are transferred daily to the payroll distribution sheet. All calculations on piece-work salaries are done on the payroll distribution sheet. Gross salary is posted to the payroll summary.

In any of the shops two men may team up on a single job to their own advantage. If a couple of enamel men work together, they split the pay on that job 50-50. Frequently the all-over paint men team up as partners on a job and just as often two mechanics in the metal shop work together. Helpers employed on a salary basis in the shops may be used by the trained mechanics.

Teaming up occurs more frequently on larger jobs like wrecks that may take three to four days because of the great amount of detail. Small fender jobs are better paying and are usually carried out by one man.

All totals on the preliminary detailing of labor sales, materials sales and costs ultimately are carried into a set of books including a sales journal, purchase journal, cash and credit sales, expense journal. From these monthly statements are prepared.

But the significance is in the recording of all the preliminary details on the daily sales distribution sheet that led up to the monthly totals. The detailing becomes the *why* of losses.

For example last fall when the Rosslyn Auto Body Co. volume was off for several months, Keys recalled, a study of the detailed accounting revealed which shops were low. Repricing of operations adjusted the difficulty and volume climbed.

Paint Shop Saved \$25

In the paint shop, to cite another example, an excessive consumption of supplies accessory to carrying out operations was noted. Cost of paints, rags, etc., was in excess of the fixed percentage of sales. Examination showed that a monthly saving of \$25 would result if rags were laundered at ten cents a pound rather than having fresh supplies purchased at 26 cents a pound.

Similarly, buying tinting colors by the gallon at \$6.50 to \$7 saved \$150 monthly, whereas already-mixed paints bought at \$2.20 to \$2.40 a quart were causing a loss.

A closer control of supplies in the metal shop was also made possible by the detailed accounting preliminaries.

"Before our present system we did not have the slightest idea where to start looking when losses were observed," commented Keys, "but now we can put our

(Continued on page 78)



The Chieftain four-door sedan, shown at left, illustrates the changes in front-end styling of the 1951 Silver Anniversary models.

The Catalina hard-top model (below) has six- or eight-cylinder power plant and the Hydra-Matic or the synchro-mesh transmission.



Pontiac Six Has New Carburetor

A NEW carburetor for the six-cylinder engine, redesigned timing-chain bumper and improved distributor are some of the mechanical changes in the 1951 Pontiac models.

Construction of the carburetor permits suspension of the main metering jet and power valve from the air horn into the float bowl. The need for an anti-percolator vent is eliminated and simplified construction permits easier starting. Concentric float bowl which encircles the main bore of the carburetor and centrally-placed main discharge nozzle prevent loss of fuel on inclined roads.

The redesigned timing-chain bumper is also used on the six. It consists of a synthetic-rubber pad vulcanized to a steel bracket which is positioned on the left edge of the timing-chain cover near the path of chain travel. This bumper dampens any timing-chain vibration as a touch halts the vibration of a tuning fork, company engineers said. The chain will therefore give extra miles of service.

The fixed breaker plate of the distributor on both sixes and eights has a smoother surface for the bakelite buttons of the movable breaker plate to rotate on,

reducing frictional resistance to movement. This permits the movable breaker plate to follow the pull of the vacuum advance with greater accuracy.

The water-outlet thermostat on both engines has been redesigned to reduce bellows vibration. A dampener or "flutter" spring is assembled to the thermostat-housing cross bar in such a manner that it bears on the valve shaft.

The 1951 models have a cooling system pressure of seven pounds a square inch, compared with the four-pound system introduced in 1940. The increase raises the normal boiling temperature of the coolant approximately 20 degrees, company engineers said, giving the cooling system an extra margin of safety.

A 58-inch rear spring is used on both lines, six inches longer than the previous spring. This is said to give a much smoother ride on bumpy roads. Thicker, and fewer, spring leaves give a better cushioning effect under the sudden impact of acceleration and braking force.

More accurate readings of fuel supply are possible through repositioning of the rheostat which allows the float to travel closer to the center line of the tank.

Gauge is less affected by wave-like motion of gasoline when car is in motion. Cork float is box-shaped, rather than round, and so is less submerged when tank is completely full.

The fuse-block assembly has four improvements: more fuses, one-piece design for mounting bracket, better cover-locking arrangement and elimination of shorting danger between cover and fuse clip.

Field coils of the starter motor are insulated in plastic, providing better protection against water and positive insulation against shorting, engineers said.

Motor and pump assembly operating the convertible top have been simplified and the location changed to shorten the fluid-transmission pipes. Less electricity is required to operate the top because of reduced motor size. The unit now is concealed beneath the rear-compartment shelf.

Horsepower rating of the eight-cylinder engine is 116 and of the six-cylinder engine is 96. Compression ratio is 6.5 to one for both. Hydra-Matic or synchro-mesh transmissions are available.

A number of interior and exterior styling refinements are found in both the Chieftain and Streamliner series.



NEWS BRIEFS *of the*

"Business as Usual" Is Ended, Oklahomans Told

By John L. Ferguson

Soothing words and hard-headed advice about recent government credit controls marked the 17th convention of the Oklahoma Automobile Dealers Association last month at Tulsa.

There is no denying that credit regulations are a blow to the automobile business but "that doesn't mean we are going out of business," John E. Johnson, general sales manager of the GMC Truck and Coach Division, told the 600 dealers present.

He urged dealers to forget the phrase, "business as usual," and lick the situation by aggressive selling, good business management and courage.

"The truth is that this country has been doing business under unusual conditions for the past

100 years," he said. "We always have had wars, threats of wars and depressions mixed with periods of good business conditions."

The industry has a 50-50 chance of having the present 15-month credit term on automobile sales lengthened before too long, R. D. McKay of Wichita, regional vice-president of the National Automobile Dealers Association, told the convention.

Both Johnson and McKay predicted that the government rearmament program will eventually be on a greater scale than at any time during World War II. The automobile industry has just begun to feel the pinch of allocation of critical materials and the real pressure from government controls will be felt by the latter

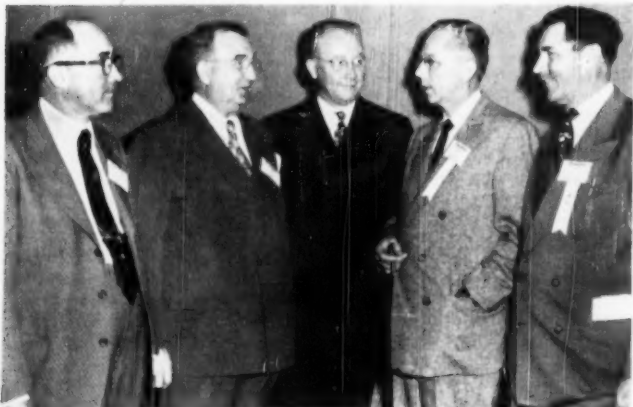
part of 1951, Johnson said.

The opening session featured 16 closed dealer meetings made up of dealers handling the different makes of cars. A showing of the NADA film, "Dealer Dividends," was given on the second day.

W. D. Dysart, Studebaker dealer of Tulsa, was reelected president, a position he has held since 1949.

Henry F. Coffeen of Oklahoma City was reelected secretary-treasurer and Fred Albert of Oklahoma City was reelected secretary-manager. District vice-presidents include: R. T. Scott of Oklahoma City, Cal Newport of Hominy, J. A. Richardson of Ada, Gordon Stephens of Duncan and Fred Boston of Enid.

Shown between business sessions at the convention of the Oklahoma Automobile Dealers Association are (l. to r.): H. Mend Norton of Tulsa, NADA director; R. D. McKay of Wichita, NADA regional vice-president; John E. Johnson, general sales manager of the GMC Truck and Coach Division, President W. D. "Bill" Dysart of Tulsa and Chick Norton of Tulsa, general chairman of the convention.



Prices of Cars? UP—Quinn

Are car prices going up? The question was put to General Sales Manager E. C. "Ed" Quinn of Dodge Division by SAJ representatives last month while he was in Richmond.

"I don't see how you can keep them down," was the reply. And he proceeded to cite the increasing costs being felt by the suppliers.

But production, he said, is going to be high for some more months, because "we are running right along at a high rate and we are planning our production on the same basis for the first three months of next year."

Mason Heads Service Men

R. V. Mason of Atkinson Motor Co. (Dodge-Plymouth) was elected president of the Automobile Dealers Service Managers Association of Charlotte, N. C., recently at that group's meeting.

AUTOMOTIVE INDUSTRY



J. L. "Jack" Tysinger (left), Dodge dealer of Hampton, was reelected president of the Automotive Trade Association of Virginia last month. Other officers include (l. to r.): Charles T. Moses of Appomattox, first

vice-president; W. Fred Duckworth of Norfolk, second vice-president; Paul R. Lauritzen of Richmond, third vice-president, and W. G. King of Richmond, named secretary-treasurer of the Virginia association.

McGovern Tells Virginians Seven Steps toward Future

SEVEN steps can be taken by dealers to protect themselves against contingencies which he expects to rise in the months immediately ahead, said Ray McGovern, president of McGovern Buick Co., Richmond, Va.

These, he told the hundreds and hundreds of dealers attending the annual convention of the Automotive Trade Association of Virginia at Richmond last month, are:

1. "Sit down with your bookkeeper and work out a budget based on 25 per cent less car sales next year."
2. "Keep your operation flexible. Don't commit yourselves to long-term leases at high rental figures on buildings such as warehouses, body shops and reconditioning shops, or on used-car lots—unless you can see a profit through their use."
3. "Strive for more service gross profit. This can be done without heavy investments of capital. Have a good follow-up system. See that it is worked. Insist on a

policy of courtesy to your service customers."

4. "Strengthen your organization by having well-paid and capable men in the key jobs—men who can make quick decisions, for this is an era of fast changes."
5. "Maintain a good retail used-car operation. If production cuts create a scarcity of cars, this department may become your biggest source of profit. Head this department with a good manager and begin now to replace the low-income men and drifters with hard-hitting, aggressive salesmen who are just a bit money-hungry."
6. "Don't speculate by holding cars against a possible shortage or future price rise. It's better to take a sure profit now than an uncertain one later."
7. "Support your trade associations. Obviously you belong to the state association or you wouldn't be here. But if there is a local association in your town, join it, and support it by attend-

ing meetings and participating in its activities."

The convention opened with group line dealer meetings, closed to all but dealers handling the same franchises.

Among the convention speakers were Allan G. Rude, vice-president of Universal C.I.T. Credit Corp.; Fred L. Haller of Washington, D. C., president of NADA, who reported indications that the membership drive might attain by the year's end the previous record of 35,000; General Sales Manager E. C. Quinn of Dodge Division; J. Saxton Lloyd, president of Daytona Motor Co. (Cadillac-Buick), Daytona Beach, Fla.; Ralph W. Carney, vice-president of Coleman Lamp and Stove Co., Wichita, Kan., and C. R. Chalkley of the Federal Reserve Bank of Richmond. A number of local and state government officials appeared on the program, which included two evenings of entertainment and cocktail parties.

David P. "Doc" Whelchel of Nashville, executive vice-president of the Tennessee Automotive Association and a former official of Ford Motor Co., addressed the concluding luncheon.



The 1951 Ford F-1 pick-up truck (left-hand photo) has steering column gearshift to give more floor space and a redesigned three-speed transmission with constant mesh helical gears having synchronizers in second and third speeds. On the F-8 heavy-duty



model (right-hand photo) coolant distribution is improved by a larger radiator tank and water by-pass tubes. All models have the automatic Power Pilot carburetion-ignition control. Cabs have been redesigned and front ends of all the models restyled.

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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31	31	31	31

Looking Ahead

Dec. 15-16—Annual convention of Kansas Motor Car Dealers Association, Wichita.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

Feb. 5-8—National Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York City.

April 2—Annual convention of the Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.

May 14-15—Annual convention of

Missouri Automobile Dealers Association, St. Louis, Mo.

May 17-20—Southeast Automotive Show, Lakewood Park, Atlanta, Ga.

Sept. 16-18—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville, Ky.

Dec. 3-5—Booth conference of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Kansas Meeting Changed To December 15-16

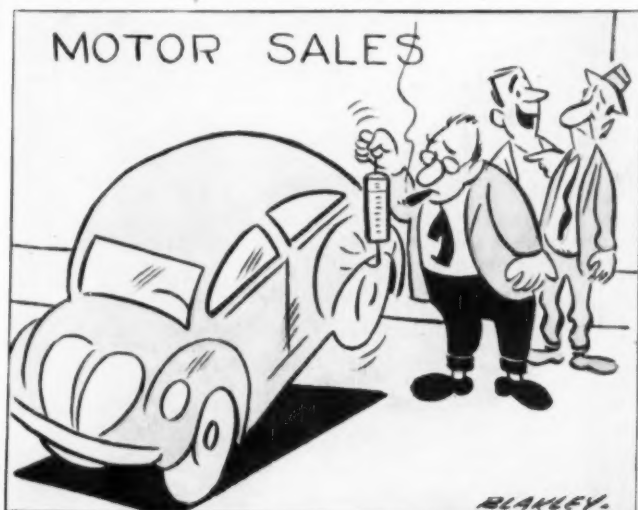
THE 19th annual convention of the Kansas Motor Car Dealers Association has been changed from Dec. 8-9 to Dec. 15-16 due to "conditions beyond our control," Roscoe Hambrie, secretary-manager, announced. The meeting will be at the Hotel Broadview, Wichita.

Speakers will include Fred L. Haller, NADA president, and U. S. Senator Andrew Schoepel of Wichita.

Louisianans Meet April 2

The Louisiana Automobile Dealers Association will meet April 2 at the Jung Hotel, New Orleans. President Claude LeDoux announced. The convention committee includes Wiley L. Mossy, Joseph A. Paretto, R. J. Young, Mike Persia and Walter Bolton, Manager John Hofbauer of the association reported.

"One moment now. We're determining the value of your trade-in."



NADA's 34,000 Members Are Shouting

Get Ready, Florida! We're Coming!

PLANs for dealer clinics and names of principal speakers for the convention of the National Automobile Dealers Association were announced last month by Ray Chamberlain, convention manager, as dealers from all over the nation were making arrangements to head for Miami Beach January 7-10.

U. S. Senator John J. Sparkman, Democratic leader who has worked in behalf of the small business man, is one of the speakers. A native of Morgan County,

Ala., and a graduate of the University of Alabama, Sparkman served four terms in Congress before he was elected to the Senate in 1946. He is chairman of the Select Committee on Small Business and a member of the Senate Committee on Banking and Currency and the Senate Committee on Public Works.

Dr. Norman Vincent Peale, author, lecturer and pastor from New York City, is another speaker, according to J. Saxton Lloyd of Daytona Beach, Fla., chairman

of the convention committee.

An outstanding list of clinics has been arranged. On Monday, clinics on inter-industry relations and business management and economic controls have been

Dealers in Orlando, Fla., used a full-page ad in a local paper to carry this message to customers and prospects in their territory.

DID YOU KNOW?

That it is **ACTUALLY EASIER** to buy a **CAR TODAY** than it was **BEFORE** credit regulations went into effect.

HERE IS WHY.

PRICES HAVE COME DOWN to the extent that the selling price of the car is lower. As a result, you now only have to pay 10% DOWN and the Dealer will work out the balance with you. This means a LOWER DOWN PAYMENT and monthly payments are not much more than before and you pay your loan off in 15 months instead of 24 (9 months less to pay).

ANNOUNCING PRICE REDUCTIONS ON USED CARS

MEANING

Less money down and monthly payments almost the same
(But for 15 months instead of 24 months, 9 months less to pay.)

HERE IS ORLANDO'S SOLUTION TO REGULATION W.

It means we have had to take a licking to do it, but it also means a savings to you over the prices at which we advertised before the new credit regulations.

Under these radical new price changes you can now buy a Used Car for practically the same monthly payments as before the new credit regulations... and for 15 months instead of 24 months... and your down payments are considerably less.

NOW YOU SAVE 3 WAYS

As we showed you above, this new trend means: (1) REDUCED car prices (2) REDUCED Insurance costs. (3) REDUCED Finance costs.

ONE STOP FINANCING DEAL

The dealer of your choice will arrange the financing and insurance on the Auto you buy at the lowest possible rates obtainable.

SEE YOUR FAVORITE DEALER TODAY.

Sponsored By

**The NEW and USED
AUTO DEALERS of ORLANDO**



Mr. Haller



Mr. Chamberlain

scheduled. The following day there will be a dealer-customer relations clinic and one on government regulations. A manpower study, conducted by the employer-employee relations committee, is set for Wednesday.

Convention sessions will be held in the Miami Beach Auditorium. The equipment exhibition will be in large tents adjacent to the auditorium.

"Between 75 and 80 nationally-known manufacturers have exhibition space and I am confident that dealers will find inspection

(Continued on page 114)



Southern JOBBERS AND FACTORY MEN

Planning Effective Sales Meetings

By R. C. JONES

Vice-President and Sales Manager,
Parts Service Co., Montgomery, Alabama

IT HAS been my good fortune to be associated with the Parts Service Co. for a great many years in sales work, and it has been our experience that the one thing that helps a salesman most is a well-planned sales meeting. So our first objective is planning the meeting.

In this connection we must determine the meeting objective—in other words, what do we want the meeting to accomplish? If we can limit our objectives to one or two, it will help to make a successful meeting. Too many objectives so often make for a scattered program. You know and I know that the man who goes hunting with a rifle and takes dead aim kills more than the man who goes with a blunderbuss.

Having fixed our objective, the next question is to decide who will conduct the meeting. It may be the boss, the sales manager or some other executive, but it is well to plan who will conduct the meeting. Sometimes a meeting is more effective when it is handled by two or more people, according to their degree of ability on the subject matter of the meeting.

The next suggestion would be to outline the manner in which the subject material should be presented. There are, perhaps, a great many ways in which the

material can be presented to the men who attend the sales meeting, but it will pay you to review in your mind all the ways in order to get the greatest good in your presentation. Keeping in mind the mental range of your salesmen, it is our experience that the presentation of the material is by far the most important part of the sales meeting.

One used by us most frequently is a visual demonstration of the

Ever hear of salesmen's meetings on Monday evening? The reasons for that unusual time are given by this manager.

product and a minute examination of it to familiarize ourselves with the product more fully. Sound slide films can be of great value, as the manufacturer has spent thousands of dollars to give you clear, concise information regarding his product.

The next question is meeting date. In a recent poll of jobbers regarding their preference of meeting date, the greatest number reported Saturday morning, which we used for a great many years. However, in the summer some of the men like to go on week-end trips, such as fishing, outing, etc. In the fall of the year, it's football games or hunting, so

The author is pictured with his salesmen during one of the regular meetings. Note the convenient arrangement of the room's facilities.



we switched to Friday evening. This worked fairly well for a while, but during the months of October, November and December, the local high-school games are in progress each Friday night and, after careful consideration, we changed to Monday night. This worked by far to the best advantage in our case, as now we have 100 per cent attendance at sales meetings, as Monday night is the least active of any night of the week.

One big objection you, perhaps, will find to Monday night is the fact that territory salesmen are already some distance away from town and consider it a hardship to drive back for Monday night sales meetings. This appeared to be true in our case, but after careful analysis we found it was very convenient to arrange their trips to get back for the Monday night meeting.

We find, too, important advantages for the Monday night meeting versus any other time in that our men leave fresh on Tuesday morning with the ideas and information they received from the Monday night meeting. This gives them a chance to work all week to accomplish the objectives of the meeting. Likewise, if he is delayed during the week, he does not have the cloud of Friday night sales meeting hanging over him as the end of the week approaches. So far we have been planning the meeting; now let's prepare it by selecting the meeting place.

In this connection, it has been our experience that the best place is a room that has the least in-

terruption, such as telephones ringing, street noises, etc. The meeting room should be well lighted, comfortable and equipped with blackboards and other media for conducting the meeting.

It is well to rehearse parts of the meeting, especially where equipment demonstrations will be given. Rehearsal of the important part of the meeting is like rehearsal to a stage play. It irones out the weak parts and builds up the strong objectives.

In announcing the meeting, it is wise to attach some importance to it, especially the store personnel, as it helps them to feel that they are an important part of the meeting and not guests. Our meetings are attended by counter-men, receiving clerks, shipping department, shop supervisory personnel and all salesmen. In this way a good understanding of the objectives of the company is outlined to all of those who are responsible for the handling of business at any time.

Up to this point the suggestions have been for planning and preparing the meeting. Now it's Monday night, 7:30, our group is assembled and we are ready to go.

Credit Manager Talks First

Our first speaker of the evening each time is our credit manager, who has 15 minutes of the program to cover collections, percentages and accounts receivable in general. We believe collecting is the most important thing that a salesman can do in his territory, and it's first on the meeting and first in our minds because without successful collections, our operation is meaningless. His talk has a tendency to bring the salesmen to a realistic understanding of business principles. In helping them to understand collecting, we automatically make better salesmen out of them because any customer that has paid up can buy from you.

Next is the presentation of the subject material, demonstrations, etc. After the meeting has been in progress for one hour, we have a short recess at which time we have Cokes, etc.

The second half of the program is devoted to open discussions, question-and-answer period, complaints and suggestions on how to improve service, etc. This has proved to be one of the most interesting parts of our meeting, as it gives each employee an oppor-

tunity to express his ideas and experiences in relation to his work. No holds are barred and sometimes it gets pretty lively. However, that's what we want and from these discussions we get some excellent ideas. We try to bring our meeting to a close two hours after starting time. In this way the boys are not kept too long and this gives us some time to discuss important matters with individual salesmen after the meeting.

After the meeting it is important to appraise the value of the meeting—to make a note of the rate of degree of training with consideration to any remedy to improve the meeting in general. Likewise, the complaints and suggestions that were given by the men in the meeting should be analyzed and assigned for handling at the earliest possible time on the following day.

Business today is more complex and we must look ahead, plan ahead, work ahead—if we are to sell all of the things we need to insure that our customers make a profit and stay in business.

The Flowers Co. Buys Statesville Supply

THE Flowers Co. of Hickory, N. C., has taken over the business formerly operated as The Statesville Auto Supply Co., Statesville, N. C. Charles W. Worley, formerly of Asheville, will manage the store.

This is the fourth branch store acquired by the firm, of which H. Lester Flowers is general manager. D. L. Raymer and W. B. Raymer were the former operators of the Statesville company.

Gilan Opens at Fort Myers

Carlos Gill and Frank Land have opened Gilan Auto Supply at 2024 Hendry St., Fort Myers, Fla. Both men were formerly with Norman Auto Supply there.

"We have been appointed distributors for **Auto-Lite** batteries, effective Oct. 9," President **Edward Coward** of **Allied Auto Parts Co., Inc.**, Mobile, Ala., reported recently.

John Stair, advertising manager of **The Automotive**, Fort Smith, Ark., has been called back into the service, Sales Manager **W. H. Vick** reported.

Martin W. Bazner, vice-president of Ammeo Tools, Inc., of Chicago, has been appointed chairman of the executive committee of the Equipment and Tool Institute.



These Six Recommendations May Reduce Any Pilferage

RECENTLY I drove into one of our best customer's super-service station, ordered five gallons of gasoline and went inside to write out my own courtesy-card ticket so my family and I could get to town quickly. While standing next to the cash register, I overheard the station's best service salesman say to another customer, "That will be \$2.75 total for adjusting the brakes, including the brake fluid."

The customer said, "Here's three dollars. Keep the change." I saw the attendant ring up 50 cents on the cash register for the brake fluid.

This sale should have been \$2.50 labor and 50 cents for the brake fluid and would have been a profitable sale for the employer. But the attendant went back later to the register and took out the "cash over," leaving the 50 cents he rang up for the fluid and pocketing the 25-cent tip and the \$2.25.

That doesn't seem like very much, but suppose this employee had done that once a day for the past two years — this would amount to a net loss to that service-station operator of about \$1,400. But when a person is dishonest in a case of this kind, 99 out of a hundred don't limit their "take" to once a day—once every two hours in a moderately good location is closer.

Service stations are the most vulnerable for this sort of stealing because there are so many services rendered that cannot be checked upon—washing, lubrication, flats, battery recharge, road calls, used-tire and battery sales and accessory-installation fees, not to mention accessories, parts and customer overcharge that definitely damage a business, because once a customer is overcharged, he rarely comes back.

I have been in the automotive

business for over a decade and we run a constant check on all our employees. Each employee is automatically under a blanket position bond as soon as he starts to work. We employ a certified public accountant whose men check our operations monthly. We hire—as everyone else does—honest people. Yet we never have a complete store check by the employee-checking service that at least one out of 25 employees isn't found guilty of cash or merchandise shortages. The situation is graver today than ever before to my knowledge.

We constantly look for better ways to do things and ways to take away temptation from those who are prone to be weak. Most of our employees are sincere enough to come to management and make a confidential report if things don't look right. This is not being a "stool pigeon," because a thief always lays his actions out in such a manner that he can blame someone else. There have been many men fired for shortages who were not guilty, but in most cases few who are dishonest get away with their actions for very long—if the employer is really watching his business.

In talking to a department manager of one of the nation's largest department stores, I found that he has a unique system for weeding out dishonest employees. He makes it a point to know each man intimately enough to find out what his hobby is. Does he have a car? Is it paid for? Does the upkeep run high? Is his family extravagant? How much rent or house payment? How much insurance? etc.

Then he sits down and figures that this man's living expenses with reasonable allowances for food and clothing are \$75 a month more than his salary. A quick check with the retail merchants' association shows the man has an excellent credit record. The store detectives start to work and within a few days the man is called into the boss' office and given a chance to admit his wrongdoings and to make restitution, or be turned into the bonding company or law-enforcement authorities.

Most employees who steal get a small portion of what they take. A "fence" will pay very little of the actual value of merchandise. For example, we know of one boy who took four cases of brake fluid, 144 cans of gasoline additive, some filters, valves, chamois and accessories and sold them to a service station for a wash and grease job, oil change, 15 gallons of gasoline and \$4.

I know of many cases with young men and women who have erred and been given a chance to pay back the employer and retain their jobs. Some of these have never erred again and made good, reliable employees. According to national statistics, however, these cases are few and the only safe general rule is to terminate employment immediately.

The more checks you can have, the safer your business. Here are a few recommendations for safety:

1. If you do not have your employees bonded, call your insurance agent now.

2. If there is not a checking service available near you, organize one yourself with other local merchants, using each other to check on employees in the various businesses.

3. Let your employees know that they are being checked for honesty and tell them the reason is to protect them from a possible trap laid by a fellow employee. This is the truth and an honest employee wants to be checked.

4. When checks are made, also observe and grade employees for other necessary characteristics such as neatness, courtesy, salesmanship, suggesting additional goods or services and alertness.

5. Use a voucher or requisition order for charge purchases and for wholesale purchases. Some employees use employers' wholesaler connections to carry on competitive business during working hours and at night.

6. Watch out for customers who make purchases from only one particular salesman. Collusion with customers is a hard case, but is comparatively easy to unearth.

Walker Appoints Parkinson

Robert M. Parkinson has been appointed district manager for Walker Manufacturing Co. of Wisconsin in the Rocky Mountain territory, which includes Kansas and New Mexico.

A well-known southern jobber, who asked that his identity be withheld, wrote this article in the hope that it would be of some guidance to other automotive business men.

Profit Margins Reported Shrinking

MARGINS of profit are shrinking, taxes are increasing and there's generally not much change in accounts receivable.

That composite picture came late last month from replies to a survey of 350 jobbers of the South by SOUTHERN AUTOMOTIVE JOURNAL.

M. D. "Buck" Taylor, president of Taylor Parts & Supply Co., Andalusia, and president of the Automotive Wholesalers Association of Alabama, gave this comprehensive report:

Increase of three per cent in accounts receivable last month compared with the preceding month, which represented an increase of 18 per cent over November, 1949.

"These figures do not reflect a true picture of business," he commented, "due to scarce buying and inflated prices. Actually, business is some better and collections are satisfactory, but we are working harder and costs of doing business are rising.

"Our margins of profit are shrinking and taxes are increasing. Therefore, we must keep pushing sales for more volume."

One southeastern jobber reported accounts receivable for October amounted to \$266,918.86, compared with \$209,801.12 the same month of 1949.

A Louisiana wholesaler replied that October accounts receivable were 59.3 per cent, compared with

61.3 per cent this past September and 59.47 per cent in October, 1949.

Generally, there were few fluctuations of more than ten per cent in the comparative periods indicated above. The reports varied from "same" to "better" or "slightly down." One Texan reported accounts receivable down 11 per cent last month compared with the same month last year.

Among the reports were:

Norman H. Winterscheid, owner, Winterscheid Auto Parts, Paola, Kan.—"Accounts receivable running above same as preceding month and same month last year. We put as much effort to collections as we do sales. Keep them in line and you always have a customer. Our sales for 1950 are ahead of '49 with no added lines, no past-due accounts."

Robert E. Hale, Jr., vice-president and sales manager, The G. G. Moss Co., Richmond, Va.—"Accounts receivable running about same as preceding month and higher than same month last year. Our sales for 1950 have slow for the first six months. We have shown an increase over the same period of last year since July. We have shown most of our gains in our 12 major lines, which permits us to maintain a better-balanced inventory and show a better turnover on the lines which we are striving to do a good sales job on."

L. Schedler, office manager, New Orleans Auto Supply Co., New Orleans, La.—"Accounts receivable running same as preceding month and 15 per cent below same month last year."

I. Corchine, owner-manager, U. S. Parts & Gear Co., Dallas, Texas—"Accounts receivable running about 20 per cent better than preceding month and about same as the month a year ago."

John Hitt, partner, Auto Parts Service, Harlingen, Texas—"Accounts receivable running same as preceding month and 25 per cent above same month a year ago."

H. Lester Flowers, general manager, The Flowers Co., Hickory, N. C.—"Accounts receivable up ten per cent over the preceding month."

Grant Wagner, president, Kingsley-Wagner Supply, Inc., Hutchinson, Kan.—"Accounts receivable down slightly from preceding month but up from same month last year."

Ned Holland, manager, Holland Auto Supply, Inc., Greenville, S. C.—"Accounts receivable not as good as preceding month."

Sam Suravitz, secretary-treasurer, Beard & Stone Electric Co., Inc., Houston, Texas—"Accounts receivable running good compared with preceding month and same month last year. Jobbers' margins of profit being constantly cut, with costs of doing business rising continuously."

E. R. Hardy, president, Auto Electric of Georgia, Inc., Atlanta, Ga.—"Our accounts receivable have been excellent all year, our collections running about 95 per cent of the amount due received by the 15th of every month."

Eleanor Mountjoy, office manager, Mountjoy Co., San Antonio, Texas—"Accounts receivable running much slower compared with preceding month and slower than same month last year."

New Orleans Jobbers Study Shop Problem

"CONTINUING their policy of analyzing and examining the problems confronting the automotive jobber, The Asso-

(Continued on page 104)

Southeast Show Switched to Atlanta

The Southeast Show will be held in Atlanta next May in place of Birmingham, the board of directors decided last month. The dates will be the same—May 17-20.

The facilities for housing the show in Birmingham have been taken over by a company which is to execute a government rearmament contract, Harry F. Gee of Atlanta, show secretary, reported.

"The directors felt that Atlanta was the only place in the Southeast with sufficient housing accommodations," he said. "Since no show was held this year, they were in agreement that a show should definitely be held next year."

The site will be Lakewood Park, where the 1949 show was staged.

Arnold J. Siegal of Birmingham is president of the show.

SERVICE

AND MAINTENANCE



Maintaining the LIGHTING CIRCUIT



By E. M. Lowery
Technical Editor

THE lighting circuit on current passenger cars carries a greater electrical load than ever before with all its extras, such as turn signals, back-up lights, map lights, etc.

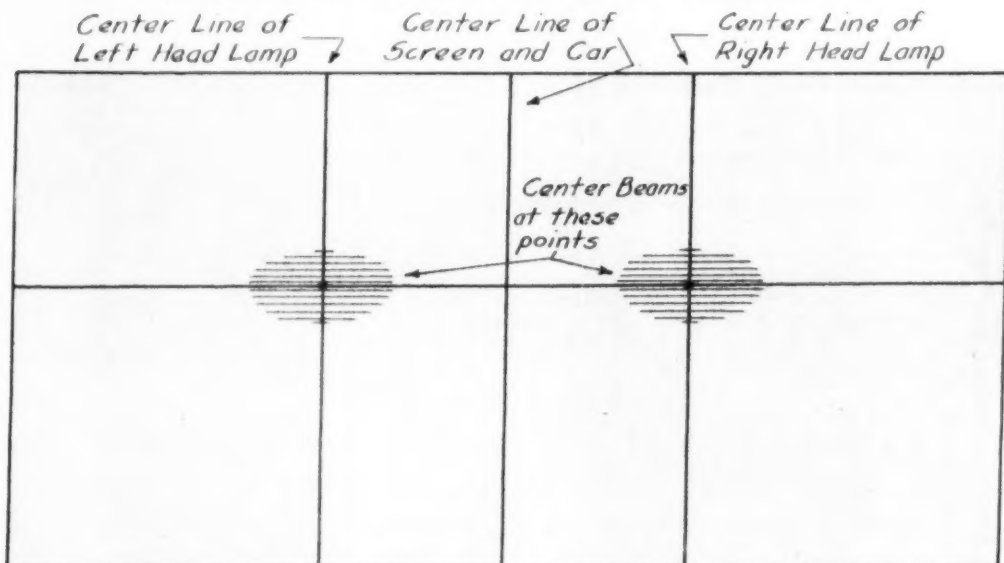
In order to carry this load so that all lights will operate at rated candlepower (measure of light intensity and dependent upon voltage and amperes), the entire

circuit must be maintained in such a manner that the voltage loss between the battery and individual light unit is not greater than specified.

The lighting circuit includes the battery, frame, all lights, and wiring and switches which control their use. The complete circuit can be broken down into separate circuits, each having one or more

lights and switches. In each separate circuit the lights are connected in parallel and the switch

Pattern for head-lamp aiming chart. Use on level floor with car 25 feet from screen.





is connected in series between the battery and the group of bulbs.

All lighting circuits can be traced from the battery, and usually through the ammeter to the switch or switches, where the circuit divides and goes to the individual bulb. Each lamp must be grounded.

Should trouble, such as an overload caused by a short or ground, develop in the circuit, a process of elimination of one branch of the circuit at a time will disclose the circuit wherein the trouble lies. This is accomplished by disconnecting the lead which controls the circuit from the main light switch.

Light-Circuit Wiring

Usually the manufacturer follows the National Electrical Code in the use of wire in any circuit. The size of wire is determined by the amount of current normally carried, and in no case should a smaller wire than specified be used. To do so would cause higher resistance and excess voltage loss.

The wiring should be periodically inspected for loose connec-

tion, chafed insulation and corroded connection or terminals.

Should trouble be apparent, use a low-reading voltmeter to measure the voltage drop between the various lamp sockets and a clean ground on the chassis. The lights must be turned on when making any test for voltage loss. If any reading is recorded, thoroughly clean all connections and, if necessary, install a ground wire.

If ground connections are okay but lamp does not burn brightly, connect one voltmeter lead to the insulated terminal of the battery and install a test probe on the other voltmeter lead. Turn on all lights and touch the voltmeter test probe to the insulated terminal at each lamp. If voltage loss is more than 0.6 volts, follow the circuit back through the switch

and ammeter to locate the part of the circuit in which the loss occurs.

If the voltage loss is due to a defective switch or ammeter, these parts should be replaced.

If the loss is at a connection or terminal, it should be cleaned and repaired.

If the voltage loss is in one of the leads, it should be replaced, using a larger-size wire.

All terminals in the circuit should be clinched and soldered.

Light Switches

All switches should be of sufficient capacity to carry the load; otherwise they will overheat and create excess resistance.

When the voltmeter leads are placed at the ground and input side of the switch, and then at the ground and output side of the switch, the difference in reading will be the voltage loss in the switch. In no case should this loss exceed 0.1 volt. If greater, the switch should be replaced.

The Fuse or Overload Circuit Breaker

Fuses are still used in some circuits, and they must be of sufficient capacity to carry the load. The fuse block terminal must make good contact with the fuse; otherwise it will overheat and melt the fuse. A voltage-loss test across the fuse will usually show up this condition.

The overload circuit breaker consists of a bi-metal blade and a set of contact points connected in series with the lighting circuit. When, due to an overload on the circuit which causes current in excess of normal to pass through the circuit, the bi-metal blade heats up and separates the points, the circuit is opened. Until this overload is eliminated, the points will open and close repeatedly.

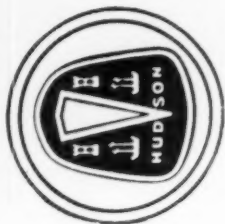
Most 6-volt circuit breakers are rated at 30 amperes and should be tested at room temperature, because the current required to open the circuit is affected by out-

(Continued on page 68)

January Issue: Welding Tips

Tips on electric and acetylene welding will be covered next month by Technical Editor Lowery, based on his long years of experience in the automotive repair work.

50



Water intake	4800 ml	4800 ml	4800 ml
Food intake	100 g	100 g	100 g
Excretion	100 g	100 g	100 g
Excretion	100 g	100 g	100 g

WIRING DIAGRAM FOR 1951 HUDSON MODELS

SERIAL No.—On left front door lock pillar post.

SHOCK ABSORBERS—Provide or remove direct acting type. See General Instructions.

AIR CLEANERS—Wire gauze or fiber mesh. MO, Oil Bath, SAE 40 or 80 Summer, SAE 20 Winter. Do not use lighter than SAE 20. (Clean stainless steel element when servicing carburetor air cleaner). Oil Filter Cap, if wire gauze or fiber mesh type, not lighter than SAE 20. See General Instructions.

CRANKCASE—Wipe SAE 20 is recommended. 20-30W is generally satisfactory. Where SAE 10-10W is recom-

mended, 10W is satisfactory.

AUTOMATIC TRANSMISSION—Use Premium Type Motor Oil only. See General Instructions.

TRANSMISSION—(With Overdrive) Capacity 2½ qt. or 1b. Use SAE 90 all seasons. (Conventional and With Overdrive) MO SAE 40 Summer and Winter may be used if desired. Do not use Extreme Pressure Gear Lubricant.

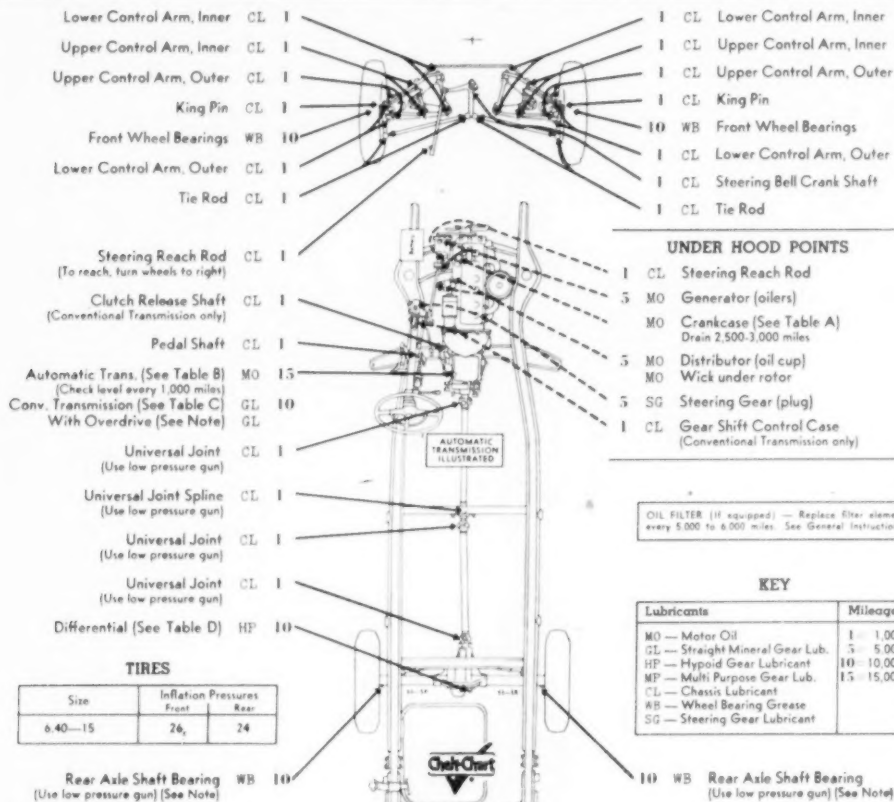
REAR AXLE SHAFT BEARING—Clean vent hole located above plug and drain hole in axle housing flange before lubricating bearing. Remove plug, insert fitting and lubricate until lubricant is forced out vent hole; replace plug.

CLUTCH OPERATING SHAFT BEARING, GEAR SHIFT RODS, CLUTCH PEDAL AND HILL HOLDER LINKAGE (Conventional Transmission only): **PARKING BRAKE LINKAGE**—Lubricate with MO every 1,000 miles.

DIFFERENTIAL—MP may be used if desired. Do not mix various types of hypoid lubricants.

POINTS REQUIRING NO LUBRICATION—Water Pump, Fan, Starter, Clutch Release Bearing, Rear Spring Bolts and Shackles, Rear Springs (plastic inserts), Propeller Shaft Support Bearing.

MODEL	(A) CRANKCASE					(B) AUTOMATIC TRANS.			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity
	Capacity	Over +90°	SAE	SAE	SAE	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°		
All	5	30	30	SAE 20	SAE 10-10W	9½	10W	10W	11½	90GL	90GL	2½	90HP	90HP	10	18
				▲ See Note	▲ See Note		● See Note	● See Note		● See Note	● See Note		● See Note	● With heater, 11½		



SPECIAL SERVICES

Battery—Check condition and add distilled water.
Body and Hood—See Body Lubrication Chart.
Gasoline—Suggest filling tank.
Lights—Check for burned-out bulbs.
Owner's Lubrication Record—Change mileage.
Report Condition of These Items to Owner—Tires, Valve Stem Caps, Fan Belt, Battery Cables, Wiper Blades, etc.
Road General Instructions for detailed information on principal units and lubrication service under extreme temperature conditions. Copyright 1951 THE CHEK-CHART CORPORATION, Chicago. Printed in U.S.A.

(Hypoid Rear Axle—Coil Front Springs—Automatic Transmission optional—Transmission with Overdrive optional)

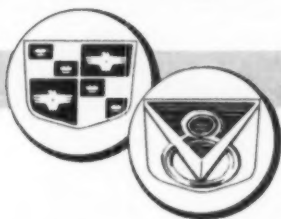
11 LUBRICATION POINTS — 7 DIFFERENT LUBRICANTS

STUDEBAKER Champion (10G)—1951

—Courtesy of The Chek-Chart Corp. Not to be reproduced without special permission.

LUBRICATION DIAGRAM FOR 1951 STUDEBAKER CHAMPION

**A new chapter
in the dramatic story of
Studebaker progress
now begins**



Studebaker introduces
a far-advanced new
COMMANDER V-8
at a sensational new low price!

...

Studebaker presents
a pace-setting new
1951 CHAMPION
...top buy and top value
of the top 4 lowest price cars!

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

ENGINE

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL	Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil						
BUICK 40 Special	121½	8J	3⅝ x 4½	30.63	115@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca	
BUICK 50 Super (except Model 52)	121½	8J	3⅝ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca	
BUICK Model 52	125½	8J	3⅝ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca	
BUICK 70 Roadmaster (ex- cept Model 72)	126½	8J	3⅝ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca	
BUICK Model 72	130½	8J	3⅝ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca	
CADILLAC 61	122	8J	3⅝ x 3⅝	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca	
CADILLAC 62	126	8J	3⅝ x 3⅝	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca	
CADILLAC 65	130	8J	3⅝ x 3⅝	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca	
CADILLAC 75	146½	8J	3⅝ x 3⅝	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-.1863	5	AC	N¹	Y	RP	
CHEVROLET Std. & Fleet. (with Powerglide Drive)	115	6J	3⅝ x 3⅝	30.4	105@3600	G	4	1-.1237 1-.0932	1-.1863	5	AC	N¹	Y	RP	
CHRYSLER Royal & Windsor	125½	6I	3⅝ x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca	
CHRYSLER Saratoga & N. Y.	131½	8I	3⅝ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca	
CHRYSLER Crown Imperial	145½	8I	3⅝ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562	6	AC	Y	Y	Ca	
CROSLY Model CD	80	4J	2½ x 2½	10	26.5@5400	G	5	2-.0625	2-.155	2	AC	Y	N	T	
DeSOTO S-14 DeLx. & Custom	125½	6I	3⅝ x 4½	28.36	112@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	Ca	
DODGE Coronet & Meadow	123½	6I	3⅝ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	Y	Y	St	
DODGE Wayfarer	115	6I	3⅝ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	b	N	N	St	
FORD & Custom 8 Cyl.	114	8I	3⅝ x 3½	32.5	100@3600	G	3	2-.093	2-.186	5	Y	N¹	Y	OwN	
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.093	2-.186	5	Y	Y	Y	Ho	
FRAZER Std. & Man.	123½	6I	3⅝ x 4½	28.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca	
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Ch	4	2-.078	2-.1875 .156	7	Y	N	Y	Ca	
HUDSON Super 6	124	6I	3⅝ x 4½	30.4	123@4000	Ch	4	2-.078	2-.1875 .156	7	Y	N	Y	Ca	
HUDSON Super 8	124	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875 .156	7	Y	N	Y	Ca	
HUDSON Hornet	124	6I	3⅝ x 4½	34.9	145@3800	Ch	4	2-.093	2-.1875 .156	7	Y	N	Y	Ca	
KAISER Spec. & Del.	118½	6I	3⅝ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca	
HENRY J.	100	4I	3½ x 4½	15.63	68@4000	G	3	2-.0925	1-.186	4	f	N¹	N	Ca	
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3800	G	4	2-.0925	1-.186	5	f	N¹	Y	Ca	
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3	2-.0935	1-.186	6½	AC	Y	Y	Ho	
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3	2-.0935	1-.186	6½	AC	Y	Y	Ho	
MERCURY	118	V8	3⅝ x 4	32.5	112@3600	G	3	2-.0935	2-.186	D	AC	Y	N	Ho	
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca	
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca	
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca	
OLDSMOBILE 76	119½	6I	3⅝ x 4½	29.9	106@3400	LB	4	2-.0937	2-.1875	5	AC	N	Y	Ca	
OLDSMOBILE 88 & 98	J	8J	3½ x 3½	45.0	135@3600	LB	5	2-.087	1-.1875	5	AC	N	Y	V	
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5	2-.0935	1-.1865	7	AC	N	Y	Ca	
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5	2-.0935	1-.1865	7	AC	Y	Y	Ca	
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9	2-.0935	1-.1865	7	AC	Y	Y	Ca	
PLYMOUTH P-19 DeLuxe	111	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	N	N	Ca	
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118½	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	Y	N	Ca	
PONTIAC 6	120	6I	3⅝ x 4	30.4	90@3400	M	4	2-.0937	1-.1875	5	AC	N	Y	Ca	
PONTIAC 8	120	8I	3½ x 3½	36.4	108@3900	M	5	2-.0937	1-.1875	5	AC	N	Y	Ca	
STUDEBAKER Champ 10G	115	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562	5	AC	A	Y	Ca	
STUDEBAKER Cmdr. H	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	A	Y	St	
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	Y	Y	St	
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-½"	4	HH	N¹	N	Ca-Zn	
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½"	1-½"	5	AC	N	Y	Ca-Zn	

**—5½ dry, 6 refill
 A—Accessory
 AC—A.C. Spark Plug
 b—A.C. and Industrial Wire Cloth
 Products
 Ca—Carburetor

Ch—Chain
 D—6 dry, 5 refill
 d—Top 9937, Middle 126
 F—F Head motor
 f—A. C. United Specialties and Industrial Wire Cloth Products
 G—Gear
 HH—Houdaille-Hershey
 Ho—Holley
 I—L Head motor
 j—"88", 118½, "98", 122
 J—Overhead valve

K—Link Belt or Morse
 L—Link Belt
 M—Morse
 N¹—Optional at extra cost
 N—No
 RP—Rochester
 Products
 St—Stromberg
 T—Tillotson
 V—Various
 Y—Yes
 Zn—Zenith



ALL SOUTHERN AUTOMOBILE DEALERS:

IT'S FLORIDA for the 1951
N.A.D.A. CONVENTION
 and
National Automobile Dealers
EQUIPMENT EXHIBITION

at
Miami and Miami Beach
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AUTOMOBILE
DEALERS!

Plan **NOW** to attend the greatest NADA Convention and Exhibition . . . It will surpass all in size, in scope, and in importance. This is your Convention . . . in your part of the U. S. . . support it, enjoy it, make your reservation **NOW!**

The
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 on subjects
 of major
 interest

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 featuring a
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 program

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 enjoy the
 vacation of
 a lifetime
 under the
 tropical sun
 in '51

N. A. D. A. CONVENTION BUREAU HEADQUARTERS
120 24TH STREET, MIAMI BEACH, FLORIDA

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING							Battery	Clutch Facings				Brakes			
	Breaker Gap (.)	Spark Plug Gap (.)	Tappet Clearance Intake (.)	Tappet Clearance Exhaust (.)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)		Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Yer. Gd.	Cool. System (Qu.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L/Bb	125 10	6	H	RW	
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13	L/Bb	125 10	6	H	RW	
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	17½	None	used		H	RW	
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L³	137 10½	7	H	RW	
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L³	137 10½	7	H	RW	
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L³	137 10½	7	H	RW	
CADILLAC 76	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L³	137 11	7	H	RW	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	135 9½	6½	H	RW	
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	16	None	used		H	RW	
CHRYSLER Royal & Windsor	20	35	06h	10h	12°b	34½-36	17-20	EW	120P	17	Bb	125 9½	6	H	Pa	
CHRYSLER Saratoga & N. Y.	18	35	06h	10h	12°b	27-30	17-20	EW	125P	21	Bb	125 10	6	H	Pa	
CHRYSLER Crown Imperial	18	35	06h	10h	12°b	27-30	17-20	EW	125P	21	Bb	125 10	6	K	Pa	
CROSLLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	135 6	4	G	AW	
DeSOTO S-14 DeLx. & Custom	20	35	06h	10h	12°b	34½-36	17-20	EW	114P	17	Bb	125 9½	6½	H	Pa	
DODGE Cor., Mead. & Way...	20	35	06h	10h	8°b	34½-36	17-20	EW	105P	15	Bb	125 9½	6	H	Pa	
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	32	L	125 9½	6	H	RW	
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-15	11°b	36-38	17-20	65-70	100P	17.3	L	125 9½	6	H	RW	
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	126 9½	6	H	RW	
HUDSON Pacemaker	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	203 9½	6½	D	RW	
HUDSON Super 6	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	203 9½	6½	D	RW	
HUDSON Super 8	17	32	08	10	10½°b	27	17-20	45-50W	120P	18½	O	203 9½	6½	D	RW	
HUDSON Hornet	20	32	08	10	7½°b	38	17-20	70-75W	120P	18½	O	203 9½	6½	D	RW	
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13½	Bb	125 9½	6	H	RW	
HENRY J	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	125 8½	5½	H	RW	
HENRY J DeLuxe	20	30	16	16	9°b	38±1	17-20	60-65	100P	9	Bb	125 8½	5½	H	RW	
LINCOLN Cosmopolitan	14-16	29-32	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	125 10½	7	S	RW	
LINCOLN	14-16	29-32	au	au	5°b	26-28½	17-20	65-70	120P	34½	L	125 10½	7	S	RW	
MERCURY	14-16	29-32	11c	15c	10°b	26-28½	17-20	65-70	100P	22½	Bb	125 10	6½	S	RW	
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	125 8	5½	H	RW	
NASH Ambassador	18-24	30	15	15	8½°b	35	17-21	70W	105P	17	Bb	125 10	7	S	RW	
NASH Rambler	18-24	30	15h	15h	6°b	35	17-21	60-65W	90P	11	Bb	125 8	5½	H	RW	
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18½	Bb	125 10	7	H	RW	
OLDSMOBILE 88 & 98	12-17½	30			14°b	22	19-23	60-70W	115N	21½				H	RW	
PACKARD "200"	12½	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	125 10	6½	H	RW	
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	125 10½	7	H	RW	
PACKARD "400"		26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au	au	H	RW	
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12°b	34½-36	17-20	EW	100P	15	Bb	125 9½	6½	H	Pa	
PLYMOUTH P-20 DeL. & Sp. DeL.	20	35	08h	10h	12°b	34½-36	17-20	EW	100P	15	T	125 9½	6	H	Pa	
PONTIAC 6	22	25	11-13	11-13	5°b	35	17-21	60W	100N	18	Im	125 9½	6	S	RW	
PONTIAC 8	16	25	11-13	11-13	5°b	26	19-23	60W	100N	20½	Im	125 10	6	S	RW	
STUDEBAKER Champ 10G	30	22-27	16c	16c	15°b	38½	17-20	46-50W	100P	10	Bb	125 8	5½	H*	RW	
STUDEBAKER Comdr. H	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	125 9½	6	H*	RW	
STUDEBAKER Land C. H	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17½	Bb	125 9½	6	H*	RW	
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	135 8½	5½	H	RW	
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	135 8½	5½	H	RW	

ABBREVIATIONS

1-16" on DeLx. with std. 3-speed transmission.
 1-7" on DeLx. with std. 3-speed transmission.
 1-Series 61, 75 and 86 Comm.-Hydra-Matic Trans. Std. on 62-60 Series.
 *Self-adjusting, self-centering
 a-After
 au-Automatic
 AW-All Wheels

b-Before
 Bb-Borg & Beck
 c-Cold
 d-Hydraulic valve lifters
 D-Duo Automatic
 E-Note 62 to 87, cap screws 65 to 70
 f-Self-adjusting, self-centering
 G-Hydraulic Spot-Disc
 H-Hydraulic
 h-Hot
 Im-Inland Mfg.
 K-Hydraulic; disc type
 L-Long Mfg.
 N-Negative
 O-Owa
 P-Positive
 Pa-Propeller shaft, rear transmission.
 RW-Rear service brake
 S-Duo Servo

T-Borg & Beck, and Auburn
 U-Auto-Lite 19-23, Delco 17-21
 W-Warm
 X-Do not recommend using dwell meter for setting breaker point gap
 Y-Tolerance of one degree, plus or minus, allowed in adjusting
 Z-Auto-Lite 27, Delco 31

CURTIS

AUTOMOTIVE SERVICE EQUIPMENT



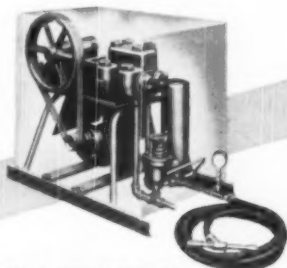
**Full-Hydraulic
TWO-POST
SHOP
LIFT**

Assures complete accessibility... adds to efficiency
... saves manhours... increases profits.

- Easy "Spotting" of Vehicles
- Minimum Floor Space Required
- Rotatable Rear Carriage Provides 60° Wheelbase Range
- No Obstruction Above Floor Line
- Safe Pickup—"V"-Cut Rear Axle Supports; Multiple "V"-notched Front Supports
- Maximum Accessibility—tallest man can work with ease
- Low Installation Cost—Concrete Forms Provided



Also single-post lifts for passenger cars, single or two-post for buses and trucks.

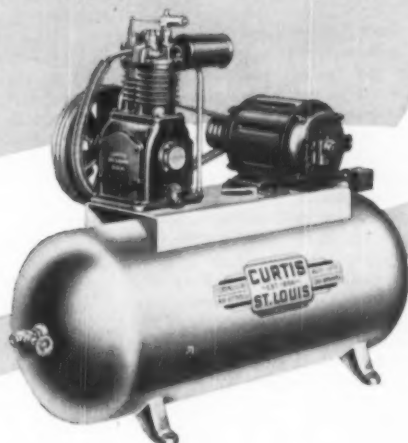


HYDRAULIC CAR WASHERS (For Better and Faster Car Washing)

Another Curtis profit builder because of saved manhours. Developing pressure up to 300 pounds.

- Sizes—1 to 3 H.P.
- One and Two-Gun Models
- Timken-Bearing Equipped
- Self-Oiling
- Two Cylinder—Double Acting
- Brass Lined Cylinders
- Uses Hot or Cold Water
- Designed for Accessibility
- Precision-Built by the Pioneer Car Washer Manufacturer

**Gives You
Rugged Dependability—
Maximum Efficiency—
Long Life**



AIR COMPRESSORS

(Electric or Gasoline Motor-Driven
Vertical or Horizontal Tank Mounted)

These features have made Curtis Compressors the Industry's Favorite:

- Timken-Bearing Equipped
- Self-Lubricating
- Fully Enclosed Crankcase—Dust-proof and Dirtproof
- High and Low-Level Oil Gauge
- Balanced Fan Flywheel
- Positive Centrifugal Unloaded Starting—No Bleeder
- Finned Copper Intercooler
- A.S.M.E. Tank with A.S.M.E. Pop-Safety Valve
- Nationally Known Motor
- Precision Built

96 Years of "KNOW-HOW"

CURTIS

PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company

1938 Kienlen Avenue, St. Louis 20, Mo.

CURTIS PNEUMATIC MACHINERY DIVISION
of Curtis Manufacturing Company
1938 Kienlen Avenue, St. Louis 20, Missouri
I am interested in items checked below:

A50-2

- ☐ Air Compressors
- ☐ Auto Lifts
- ☐ Power Car Washers

Name.....
Firm.....
Street.....
City..... Zone..... State.....

When You Sell New Cars, It's Morale That Counts

By **BERNARD C. JOHNSON**
General Manager, J. W. Goldsmith,
Inc. (Hudson), Atlanta, Ga.

SELLING new cars at a profit involves management which can promote a lot of activity and which can maintain a good morale. Of all the factors affecting salesmanship, morale is probably the most important. Morale is the reason for all football upsets every Saturday. If a man thinks he can, he probably can.

It has been a tragedy in our business that we have failed to attract enough ambitious young men into the field of salesmanship. There is one reason for this and that is adequate compensation with security. It is not necessarily the dealers' fault.

The used-car over-allowance must come out of new-car gross profit, part of the fixed cost of doing business must come out of the new-car gross profit. What's left represents the salesman's compensation and dealer's profit and in normal times the margin is mighty narrow.

The dealer finds it very expensive to underwrite an inexperienced sales force and too often the salesman has had to take his chances, with considerable turnover in men resulting. A good salesman is one who wants more than security and our business apparently has not succeeded in giving that . . .

When the great competitive battle gets here, dealers have certainly got to get between the handles and do some plowing too. By and large, it has been nearly ten years since dealers have engaged in a battle of real competitive selling. Many old dealers remember what a small amount of profit was left in a new-car sale after a washout.

We read that today seven out of 12 dealers are postwar dealers.

These excerpts are from Mr. Johnson's remarks at the dealer clinic during the recent convention of the Georgia Automobile Dealers Association.

They won't believe it when we say that the average new-car profit after used-car washout and commissions was less than \$100 per new car sold, often much less. Unabsorbed fixed expense dissipated much of that figure. Also they probably will be startled to know that the average new-car salesman averaged only about five new cars a month probably much closer to four . . .

I believe nearly every dealer knows at the time of the sale whether he has made a profit or not. The used-car value is not difficult to ascertain because used cars are sold in a free market and the values are known. The new-car gross is known and the salesman's expense is known. When you book a used-car at the cash or wholesale market value, your profit is what you save after deducting the used-car over-allowance and selling expense.

In passing on a deal, there is only one thing to keep in mind: "If it interferes with net profit, forget it."

Over half of the 10,000 to 12,000 geologists in the United States are engaged in the continuous search for new deposits of petroleum, the API reported.

Light in the West, Dark in the East

Buick buyers in the East and Midwest still like their cars to be black but owners in the West are in favor of pastel shades of blue, green and grey, in that order, Albert H. Belfie, general sales manager of Buick Motor Division, reported last month.

Black is still the favorite color, he said, despite the increasing popularity of lighter shades. Production of black Buicks amounts to 19.1 per cent of total output, with blue accounting for 10.9 per cent.

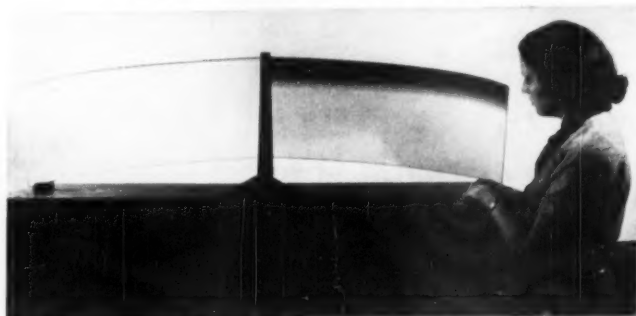
Prices of Ford Cars Remain the Same

THE 1951 Ford passenger cars will have no increase in suggested list prices, L. D. Crusoe, vice-president and general manager of the Ford Division, said late last month when the cars were shown to the public.

"How long we can find ways and means to meet increasing costs, and for how long price increases can be resisted depend on many things beyond the company's control," Crusoe added.

Suggested list price for Fordomatic Drive, the new automatic transmission, is \$159.30. Price of the overdrive remains at \$92, the announcement stated.

This shaded windshield, compared with an ordinary windshield at left, has been developed by Libby-Owens-Ford Glass Co. to give glare protection in recent high-visibility cars not equipped with exterior sun visors. The glass has a bluish tint with a modulated blend of the upper and lower portions designed to reduce eye strain. The glass is now available as an option on Buicks.



5 minutes



*Can bring you
a lifetime of*
TRIPLE-PROFIT

Yes, in 5 minutes you can send a letter that will promptly bring you the facts and figures on the Dodge Triple-Profit Agreement.

Check these advantages now:

- ★ Year in, year out, Dodge dealers are among the "top 3" for number of vehicles sold.
- ★ 80% of all new car buyers are Dodge or Plymouth prospects.
- ★ 100% of all truck needs are met by Dodge "Job-Rated" trucks.
- ★ Almost 1 in every 5 registered vehicles is a member of the Dodge-Plymouth "family"—a huge market for steady, profitable service business.
- ★ Dodge dealers enjoy one of the most favorable used car positions in the industry.
- ★ Dodge dealers are backed by intensive national and local advertising and friendly "factory-dealer teamwork."

Get the complete facts on this unique Triple-Profit Dealer Agreement. Write now.

DODGE • PLYMOUTH • DODGE "Job-Rated" TRUCKS

DODGE DIVISION, CHRYSLER CORPORATION . . . 7900 JOS. CAMPAU, DETROIT 11, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1950

Readers are invited to contribute to—

SHOP TALK—

"TEMPESTUOUS SEA"

Chattanooga, Tenn.

I have been asked by Bill Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, to write a few lines on the subject of "conditions." I do not know of a more appropriate subject at the present, neither do I know of one

more complicated or having so many different ramifications.

It is my opinion that the automobile dealer has never faced, and does not now face, changing conditions as they actually exist. I believe that we are all prone too much to do things in the way we used to do them and I know of no quicker way to total bank-

A column of informal comments about the automotive trade and its problems.



Forrest Cate, the author of this summary on current conditions, was elected president of the Tennessee Automotive Association recently. A native of Chattanooga, he entered the automotive business in 1922 as a parts clerk with D. W. Etheridge Co. He has had wide experience in both the sales and service departments. Active in the TAA for many years, he was made a director of the group in 1946.

SORENSEN'S BASIC 48

at last!

A Simple ABC Way of Buying, Selling and Stocking Ignition Parts . . . an Easy, Economical Method that Guarantees Maximum Turnover with Lowest Investment.

SORENSEN'S BASIC 48 is a big forward step in the ignition service field — it takes all the mystery and misery out of ordering, stocking and selling ignition parts.

**SORENSEN'S BASIC 48
SERVICES 91% OF ALL IGNITION JOBS!**

Sorensen's flexible assortments are available for any size shop or service station — they're guaranteed profit-makers because they are all founded on SORENSEN'S BASIC 48.



IGNITION PARTS
CARBURETOR KITS
CABLE AND WIRE

P. SORENSEN MANUFACTURING CO., Inc.
WOODSIDE, New York

O.K. Send your representative
to explain SORENSEN'S BASIC 48.

name _____

address _____

city _____ state _____

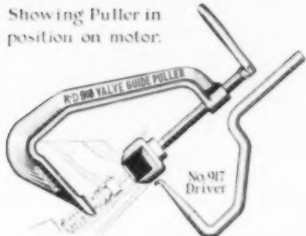
ruptcy and mental wretchedness than to try to operate your business along these lines.

It is necessary for the automobile dealer today to have his organization flexible enough so he can readily adjust to changing conditions, and that entails a lot more than just the dealer's opinion. He must surround himself with young, energetic and efficient personnel that are willing to apply themselves with an honest effort, willing to put forth a lot of hard work, do a lot of reading and keep abreast of the times—both national and local—not only pertaining to their own business but on a general economic level, so that they remain versatile in their thinking and know how to apply that acquired knowledge to obtain the best results both for

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

Hard jobs + K-D tools = EASY

Showing Puller in position on motor.



920 VALVE GUIDE PULLER SET for Ford V-8's, '32 to date*

No matter how tight assemblies are stuck they're up and out in minutes! First drive retainers out with 917 Driver; apply 918 Puller, and twist the handle. Easy! Use 923 Adaptor for 6 cyl. to '48.

*K-D 930, & 935 for '49-'50 Lincoln, big Ford Truck. Use K-D 700 for 6 cyl. after '48.



608...a NEW KIND of valve keeper INSERTER! For small size keepers used in these models:

Buick, Cadillac, Chrysler, Dodge, DeSoto, Plymouth, Hudson, Kaiser-Frazer, Olds, Packard. A must for '49-'50 Ford-built motors! Easy loading, self supporting on valve stem. Long enough to reach remote valves on Chrysler motors, thin enough for Fords. 8" long.



875 PISTON RINGER removes, installs rings. Saves fingers.

Handles all makes, types, sizes rings up to 4" diam. Saves fingers, doesn't twist or stretch rings. Illustration left above: gripping ring to install it. Right: installing or removing. Handy, pocket size. Correct tool for the job.



337 COMPRESSOR SET for Cadillac, LaSalle V-8 since '35

Set includes 335 Compressor and 336 Valve Keeper Insertor. With set, one mechanic can remove and replace all

valves without walking from side to side for each valve. Unique brake provides positive locking at height desired. Sturdily constructed. Internal gear and rack for safety, power, durability. Retainers replaced with 336, entered thru lower jaw opening. A lifetime tool.



VACUUM CUP GRINDERS... for hand grinding valves

For Ford built and other motors using flat head or unslotted valves. K-D 503, cup dia. 1 1/8". K-D 505 (Dual cups) 1 1/8" and 1 3/8". K-D synthetic rubber Adaptors for mechanical grinders: 503 (metal retaining ring) 1 1/8" dia. cup; 507, 509 (plain cups) 1 1/8", 1 3/8" dia.



K-D MFG. CO. — LANCASTER, PA. — HAMILTON, ONT.

their own welfare and that of the dealership.

Dealers across the nation have made a lot of easy money in the past few years and it is altogether possible that ideas of prosperity have been created in their mind. But we all know that those things do not last and we have to be ever ready to cope with situations like the one that has just pounced upon our industry with great force—I refer specifically to Regulation W.

Regardless of how much money

a dealer has in the bank, the old rule of thumb that any dealer can tell whether or not his business is on a firm basis in my mind is still infallible. That is simply this: Regardless of the cash on hand, a dealer who does not have 100 per cent service absorption and who does not turn his used-car inventory dollar-wise every ten days and unit-wise every 30 days and whose expenses do not exceed ten per cent of his total volume, less owners' and officers' salaries, is not on a firm founda-

tion, whether or not the dealer realizes it.

All of our problems go back to dealing with human nature and I do believe that any dealer who does not pay liberal salaries and work his department managers on a reasonable salary plus a reasonable percentage of the profits can not expect to attract the type of people that will guide his ship safely through the tempestuous sea of problems we are now facing and will continue to face in the future. To have this type of organization your personnel must by all means be happy and I know of no better way to make them happy than that they are well compensated for their work.

I think, too, that many dealers have been most lax in their selection of personnel and that now, of all times, is the time for "house-cleaning" to rid your dealership of deadwood, disgruntlers and disorganizers and give that same amount of money to fewer employees whom you can implicitly trust.

About That "Dog House"

The dealers of America have come a long way in getting themselves out of the "dog house" since the last war, but don't fool yourselves that we are all of the way out in the eyes of the public. We are not. I am not too sure but that in the opinion of some laymen the automobile dealers have had something to do with the new strenuous regulation and our thanks go to NADA for a most intensive advertising campaign to protect the dealers of this country against such hideous falsehoods.

Too, in my opinion, there is too much disgruntlement in the dealers' relations to their factories, but we must appreciate that they, too, are human and they themselves make mistakes. In my 28 years in the automobile business in Chattanooga I have seen some very foolish, or apparently very foolish, programs inaugurated by the factory, but in defense of the manufacturers I have yet my first time to see a dealer who followed factory policy go bankrupt and, believe you me, in that period of time I have seen many go by the board.

To sum up all I have said in just a few words is simply this: When the time comes that dealers and manufacturers alike realize our relation to each other and a



ARE YOU A FIRST ORDER VICTIM?

EVERYBODY'S RAGS ARE GOOD ON THE FIRST ORDER!

But how about the second order, or the third? Southern Wipers, Inc., with its WIPE-MASTER brand wiping cloths, has established a sound reputation throughout the trade for fair dealing through the years. Its representatives make no false claims or promises.

Above all, Wipe-Master wiping cloths are 95% uniform—from the first order to the latest.

Wipe-Master wiping cloths are carefully sterilized and processed to deliver the best cloths for the price paid.

Want proof? Ask our customers! Contact your jobber today or write for name of Wipe-Master jobber nearest to you.

JOBBERS: Limited territories are still available. Southern Wipers invites interested jobbers to investigate Wipe-Master wiping cloths for their dealers. Write immediately for details on our profitable WIPE-MASTER jobber plan.

WIPE-MASTER

Wiping Cloths

SOUTHERN WIPERS, INC.

811 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA





When you hold the ace and jack for a twenty-one total in "Black Jack" you've got the top hand—the winning combination.

WINNING COMBINATIONS

**YOU
and
UNITED MOTORS
LINES**

How would you like to have the service business on products that are used as original equipment on the country's leading cars, trucks and buses—products whose preferential position insures a strong and continuing market, month after month, year after year? As part of a *winning combination* like this you would receive up-to-the-minute service and parts data on old-model as well as current-model vehicles. Talk it over with your United Motors distributor, or write directly to us.

UNITED MOTORS SERVICE

Division of General Motors Corporation
General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
ROCHESTER Cigar Lighters
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
DELCO Clocks
NEW DEPARTURE
Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting,
Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes



dealer realizes that his relationship toward his employees must be based on a firm foundation of confidence and true friendship, willingness to sacrifice one for another, to keep an open mind on a give-and-take proposition—then your dealership and ours will be safe for an honest and legitimate livelihood regardless of whatever conditions we might be called upon to face.

FORREST F. CATE,
Executive Vice-President,
Furlow-Cate, Inc. (Ford)

BERRYING UP NAWTH

Berry enthusiasts may be interested in this "report" from Al Nute, director of publicity of the Ross Roy, Inc., advertising agency at Detroit, which is well known in the automotive field:

"You asked about the strawberries. Last June I put 193 quarts of strawberries in the freezer locker and 77 quarts of raspberries. The result was that we had no room for other things, but we have made some inroads

in that now and I am putting some wild ducks in.

"I know that the Atlanta Chamber of Commerce will not like to hear this, but yesterday (November 1) we had a quart of delicious Indian summer ever-bearing raspberries which we picked the preceding day. We are having some 80-degree temperatures up here and I expect to pick additional berries before frost hits."

REDUCE DISCOUNTS?

Fortune Magazine last month printed a long article in which the conclusion was maintained that the time had come for dealers to pass on to the public a reduction in the price of cars by agreeing to accept a lower discount than the long-established ones.

One big reason cited was that originally the factories had approved the discounts at what was considered a high figure because for a long period this helped offset losses suffered on trade-ins. Now that trade-ins usually are moved at either a profit or at least at no loss, the time has come for a smaller discount, said the article.

The editors of SOUTHERN AUTOMOTIVE JOURNAL turned to the new president of the Texas Automotive Dealers Association, C. P. Simpson of Simpson - Gillman Pontiac Co., Houston, for a comment from a representative dealer. His reply follows:

"Many thanks for your letter of November 1st with attached *Fortune Magazine* preprint.

"While it is undoubtedly true that automobile dealers have enjoyed a fine period of prosperity during the past few years, I believe that we could also say that businesses in general have likewise prospered. Certainly the automobile dealer is entitled to share in the general prosperity.

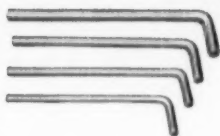
"The so-called distribution or dealer end of the automobile business has come a long way in the last 30 years since I entered it.

"In the process of stabilization, to which Mr. Alfred P. Sloan, Jr., has contributed so magnificently, dealers have now reached a point comparable to older merchandising businesses. They have done that not only through the help of

(Continued on page 83)

another time and
money saving tool

caster-camber
wrench set



Here is another new OTC time, money, temper and knuckle saving set of tools. The Caster-Camber wrenches work fast and accurately in close quarters, make front end adjustments easier on all late model cars; Ford, Chevrolet, Chrysler line, Pontiac, Cadillac, Hudson and others. They pay for themselves in time saved on the first few jobs.

The set consists of ten wrenches, one flat open end, five U-shaped $\frac{1}{2}$ " drive wrenches and four Allen type wrenches--all sturdily built for long, hard service. See your jobber or write for complete information. Refer to set No. 582-T.



OWATONNA TOOL COMPANY

306 CEDAR STREET, OWATONNA, MINNESOTA



AUTOMOTIVE—INDUSTRIAL—AVIATION PULLERS—HAND & SPECIAL TOOLS

*All-weather protection
Graceful styling*

FULTON SIDE SHIELDS



*Ideal companion
equipment to sell with
the famous
Fulton Sun Shield*

MEET A NEED... MAKE A SALE!

Here's your answer for that "stuffy car" trouble in rainy, sleety, snowy weather. Fulton Side Shields permit lowering windows even in a driving rain storm — let fresh air in, avoid stuffiness and fogging glass.

Easily attached, securely held by stainless steel spring clips. Weather-tight rubber seal strips. Made of aluminum — Pearl Gray Lustre finish. Can be painted to match car. List, \$7.95 per pair.

DECORATIVE, PRACTICAL!



NO. J-51 JET AERIAL BOOSTER

A snappy, quality touch of color to match the finest car. Also helps bring in those hard-to-get radio stations. Made of aluminum — 4 brilliant colors — "Jet Flash" plastic ribbons. Quickly attached to car aerial.

THIS IS SIDE SHIELD SEASON . . . ORDER FROM YOUR JOBBER TODAY

THE FULTON COMPANY

1912 SOUTH 82ND STREET • MILWAUKEE 14, WISCONSIN

Designers and Manufacturers of Automotive Equipment Since 1911



**NO. 317
STEERING
WHEEL
SPINNER**

Sparkling, jewel-like knob of clear and colored lucite. Lustrous, stream-lined chrome base and bearing pin. Assorted colors. Twin band mounting.



**NO. 36 DE LUXE
TRAFFIC LIGHT FINDER**

Large size, instantly adjustable to suit any driver. Mounts securely to windshield molding. No. 34, smaller lens, attached to windshield by vacuum cup.



NO. 25 BUMPER CLAMP

Rugged, safe, adjustable anchor for any size load the bumper can carry. All steel. Rubber cushion protects bumper. Fits nearly all late-model cars.



**NO. 6-7
TRAILER
COUPLING**

The coupling of top preference everywhere can be bolted or welded to trailer tongue. Hand wheel with positive safety latch makes attaching easy.

Dear Bill,

I agree with you that every mechanic over 40 should find a fifth of firewater in his sock on Christmas morning to fight off the chill, but can you sell the powers-that-be around your house on that idea? Regardless of what you say about a chill, all that you'll get will be another muffler or pair of wool socks.


At the shop we've been trying to fight off the chill on a few engines that seem to be as cold-blooded as we are—though hard-



**A Single Product or a Dozen . . .
ALL FROM ONE SOURCE**

Master

WATER PUMPS



**FAST-MOVING
PROFITABLE
GUARANTEED**

- COMPLETE COVERAGE
- DUPLICATES ORIGINAL EQUIPMENT
- VACUUM TESTED
- UNCONDITIONALLY GUARANTEED
- BEARINGS LUBRICATED FOR LIFE

WRITE for Latest Catalog to

CHEFFORD MASTER MFG. CO., INC.
FAIRFIELD, ILL.

Manufacturers of

Tie Rod Ends	Water Pumps	Fuel Pump Parts
Drag Links	Water Pump Repair Kits	Fuel Pump Kits
Front End		Push Rods
Suspension Parts	Front Wheel Bearings	Gas Strainers
Coil Springs	Clutch Release Bearings	Piston Pins
King Bolt Sets	Stop Light Switches	Bell Housing Supports
Shackle Sets	Hydraulic Brake Kits	Distributors
	Hydraulic Brake Hose	



**Means SATISFIED CUSTOMERS
BIGGER PROFITS!**

ly as old. Both our commercial-truck operators and passenger-car owners are having their troubles with the weather's effect on their engine performance, and we've been doing what we can to make them happy.

It seems that most of the new cars have been equipped with low temp thermostats, probably to make it possible to use low-boiling-point anti-freezes, but around here, we find we need the higher temp units — around 180° — for better performance, and as a control measure on sludge formations. Needless to say we install a lot of them, and it does good things for the heaters, too.

I guess nobody has a corner on sludge, but we certainly have some customers who collect more than their share, particularly some of our delivery-truck operators with short city routes where they idle their engines a lot and never actually get up to a fair speed or temperature. From our experience with them, we've been able to find means of helping our other customers who gather sludge at a great rate.

Whenever possible, we get them to cut the idling periods to a minimum, which we think is one of the prime causes of sludge. Then we hike their coolant temperature, even if we have to supplement the thermostat with a cover over the radiator.

We can raise the oil temperature by insulating the oil pan with paper sprayed with undercoating (so we can take it off again when the weather gets hot), which also helps.

In the fuel department, we recommend they buy a good grade, and we adjust the carburetor and tune the engine for good combustion. And in the lubrication, we have them use the best additive type, not too heavy for good starting, but oftentimes a weight hea-

D & T
ENGINEERED

20 D & T 20

WHEEL WEIGHTS of DISTINCTION

A SIZE and TYPE for EVERY APPLICATION

Tens of millions of D & T "Engineered" Balancing Weights have been used by Balancing Specialists throughout the world. This volume confirms that quality plus satisfactory performance builds repeat sales and continued profits. SEE YOUR JOBBER or WRITE FOR CATALOG.

LOOK TO D & T FOR LEADERSHIP

TURNER *Manufacturing Co.*
KOKOMO, INDIANA, U.S.A.

GET IT FROM
YOUR JOBBER

vier than they usually use. Then we have them change it more often than they may have thought necessary. In this way we figure we get the contaminant-loaded oil out of the engine while the insolubles are in suspension before it begins to collect around the valve compartments and other points.

We try to get them to change the oil-filter cartridge a little oftener than usual, and give some attention to the crankcase-breather system, sometimes installing a pressure system to insure good

breathing.

If they are already sludged up, we've been able to clean them up pretty effectively with either an engine-flushing machine or with a desludging solvent run in the engine.

So much for cold-blooded engines. So far as cold-blooded mechanics go, I still think you have the solution—if indeed spirits are a solution, and if cold-blooded mechanics go far.

Yrs,
Ed.

Maintaining Light Circuit

(Continued from page 49)

side temperature.

To test the circuit breaker, connect it in series with a battery of specified voltage, an ammeter and a variable resistor. Increase the current flow to the specified number of amperes. When this is exceeded, the circuit breaker points should open. If the breaker points are dirty, clean them with a fine Swiss cut file.

Light relays are sometimes used in the circuit to reduce voltage loss. The relay can be placed in the circuit in such a position that it decreases the length of the wiring, thereby reducing the voltage loss in overcoming the resistance of the leads.

The relay also eliminates the necessity of the main switch carrying all of the load, and also eliminates the voltage loss due to burned switch contacts.

Most lighting circuit failures are due to burned-out bulbs. However, before condemning the bulb, connect it to a battery of rated voltage or install it in another socket that is known to be working.

The second most frequent cause of failure is due to poor ground connections. To test the ground, hold a jumper lead from the lamp socket to a clean ground on the vehicle frame. If the lamp does not burn with this test, examine all wiring for open circuit. If the wiring is okay, bridge the switch with the jumper. If lights now operate, replace the switch.

Aiming Head Lights

Since practically all head-lamp bulbs now used are the fixed-focus type, it is only necessary to aim them. Aiming may be done by using a special head-lamp aiming device, or an improvised aiming screen as shown in the accompanying illustration. Correct head-lamp aiming is very important from a safety standpoint.

In using an aiming screen, the vehicle must be on a level floor and 25 feet away from the screen. The center line of the screen must be lined up with the center line of the vehicle.

In oil-field terminology a mouse trap is not a rodent catcher. It is an open-end device used to pick up drill bits and other equipment stuck or lost in an oil well.

BURD Super Hi-Speed PISTON RINGS



Faithful performers where oil control is a major problem. High flexibility of the cast iron ring assures conformance with cylinder walls. Steel segments installed below the cast ring mean maximum wiping action without excessive wear. They're engineered to whip tough jobs. Install them with confidence!

BEST COMBINATION FOR OIL CONTROL

Here's a great combination for keeping customers car happy. Install Burd Super Hi-Speeds—then take the extra step for even better oil control—install Burd Valve Packing. A sensible investment for car owners—an extra profit operation for you. See your Burd Jobber or write us for details.

BURD SUPER HI-SPEED OIL RINGS + BURD VALVE PACKING

BURD VALVE PACKING

Take care of worn valve guides whenever you re-ring. Install Burd, the original top-of-guide Valve Packing. Keeps oil out of the firing chamber; keeps oil in the guide. Easy to install—good for your customers—profitable for you.



BURD PISTON RING ROCKFORD, ILLINOIS

PISTON RINGS
PISTON SKIRT EXPANDERS
BURD DE-GLAZING TOOL
GET THEM FROM



VALVE GUIDES
VALVE PACKING
NoDues HOT WATER HEATERS
YOUR JOBBER



DEPENDABLE IN ALL SEASONS

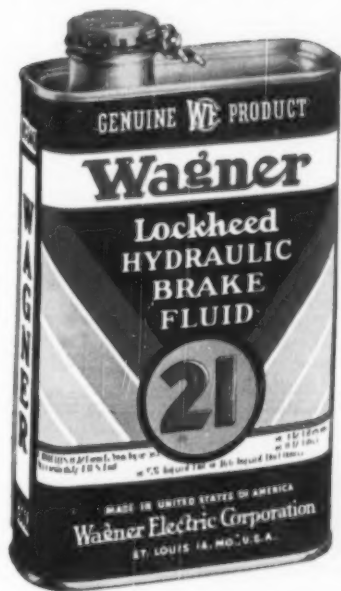
WAGNER LOCKHEED BRAKE FLUID *functions under all driving temperatures!*

You'll find Wagner Lockheed Brake Fluid unsurpassed for dependable performance under all operating conditions... in all seasons. It mixes with any other approved type of fluid your customer may have in his brake system. Wagner fluid maintains its chemical characteristics and lubricates the brake system over the operating range of temperatures. It forms no gummy residue and will not harm metal or rubber parts.

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. See your nearest Wagner jobber, or write us for details.

Wagner Electric Corporation

6162 Plymouth Ave., St. Louis 14, Mo., U. S. A.



LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRoL
CoMoX BRAKE LINING • AIR BRAKES • TACHOGRAPHS
ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

Ask for bulletins HU-17G and HU-197... "HINTS ON BETTER BRAKE SERVICE"... FREE ON REQUEST.

Why Is a Mechanic?

(Continued from page 34)

"Your car?"

"Yes."

The mechanic nodded and pointed to the belt.

The customer went outside the door, picked up his old belt, and returned, throwing it roughly on the counter. Putting the two belts together, he said, "You see here. My belt is sharp on the inside!"

My husband mastered a smile.

"That's the trouble," he said in an expressionless tone.

As automobiles become easier and easier to handle, they become more and more complicated to service, requiring exact specifications. This has squeezed the shade-tree mechanic out of the picture and made the average workman have to specialize narrowly or work where he has some one to turn to when he bogs down. Not so, the mechanic with the capital "M." He must have all information at his fingertips

because his avid interest will not let him rest until he knows the reason behind any problem.

There is no distance he will not go to get facts. He must attend every school open to mechanics for fear he might miss something. His curiosity even drove him to study radio servicing—and, by the way, that was helpful to a fuller understanding of automotive electricity. His diploma in practical radio servicing caused him to volunteer into the AAF during the war because every branch of the service continually gouged radio men. They all said they could not train them and they were badly needed.

I believe the motoring public is coming to recognize that there are "MECHANICS" and "mechanics" by painfully slow degrees, but I still feel the smothering futility of it all occasionally when I hear my husband classed with another man who happens to use a few tools and get dirty, but who has neither training, intelligence, nor the necessary integrity for the work.

Ford Has New Drive

(Continued from page 36)

sion-type rear spring suspension and softer front spring rate maintains proper balance between front and rear for a level ride on varying road conditions. Rubber engine mounts are changed.

The chassis frame has been strengthened by extending heavy box-section side rails almost to the rear end. Brake drums and backing plates have been redesigned.

A number of changes have been made in exterior and interior styling. New colors are available.

The De Luxe line includes the business coupe, tudor and fordor models. In the Custom line are the club coupe, tudor, fordor and convertible. The Country Squire station wagon and the Crestliner complete the line.

Davis Goes to Greensboro

James R. Davis has been appointed regional manager at Greensboro, N. C., for the Dodge Division. His territory includes parts of North and South Carolina, Virginia, Tennessee and West Virginia. He was formerly zone truck manager in the St. Louis, Kansas City, Omaha and Oklahoma City area.

the new improved 1951 ARROW Select Quality GENERATOR is here

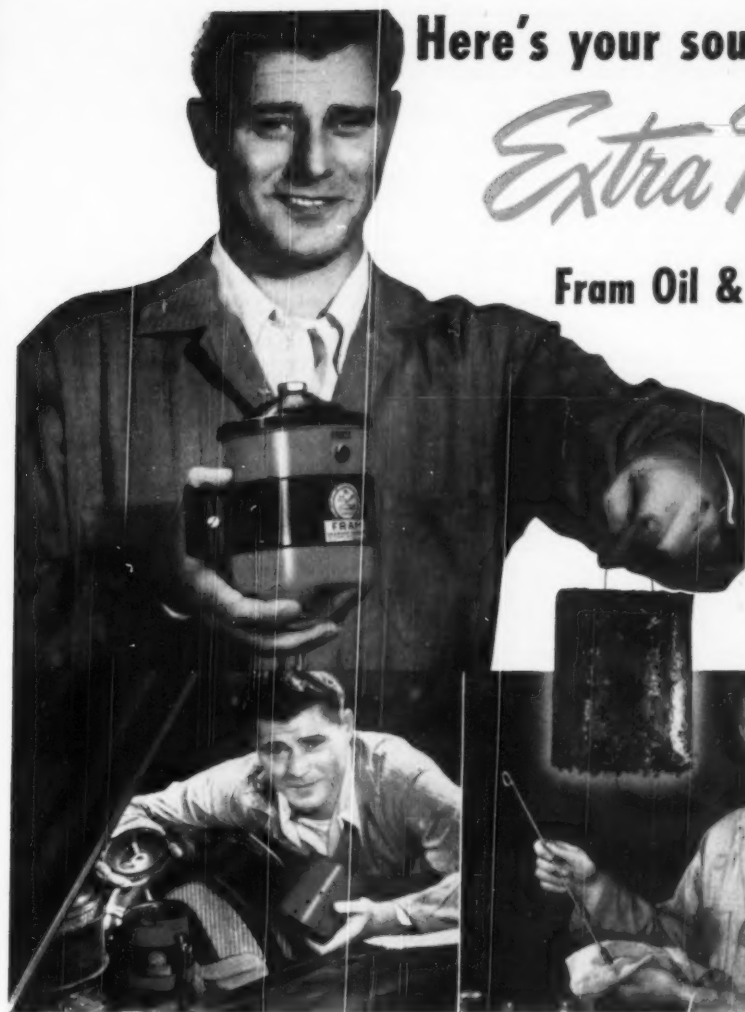


- A distinctively different line of Generators that will appeal to quality conscious people.
- Their exclusive quality costs you no more than for ordinary generators.
- Your full markup is preserved — no short profit items in the line.
- Resell easily, for they are priced competitively.
- Deliveries are rapid.
- Arrow Generators more than measure up in reputation and performance to the other quality lines you carry.

We are now appointing distributors — shall we have our representative call. Write or telephone us today!

GENERATORS **ARROW** ARMATURES
STARTERS FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.



Here's your source of steady *Extra Profits...*

Fram Oil & Motor Cleaners and Cartridges!

EVERY TIME YOU SELL a famous Fram Oil & Motor Cleaner, you start an endless chain of profits. When the cartridge inside has trapped all the dirt it can hold, it has to be replaced... and that means more sales for you... season after season.

Always Ask, "How's your Oil Filter?" That simple time-proven question gets you under the hood to sell Fram Filters, Cartridges and other service and accessory items. And, remember, there's a genuine Fram replacement cartridge for most every make filter!

"The Dipstick tells the story." Show it to your customers as a guide to oil condition as well as oil level. When the oil shows dirty tell them why they need a replacement cartridge... and sell them a FRAM. It's a product they know through powerful national advertising.

You've got to tell 'em... to sell 'em

It's up to you to start the sale. *Selling* is your business. Once you've started, the name recognition of Fram helps you with the payoff. It's easy. Just remember, "How's your Oil Filter?" has started the sale of millions of Fram Filters and Cartridges. See your Fram Jobber now. FRAM CORPORATION, Providence 16, Rhode Island In Canada: J. C. Adams Company, Ltd., Toronto, Ontario.



Want to Try It Again?

(Continued from page 33)

wrecking yards. In fact, about the only places in town where you can't get automotive parts and supplies are the Presbyterian Church and the city incinerator. (Note to manufacturers' men: Don't send me your request for a list of these outfits unless it is accompanied by a fifth of bourbon, and no box tops or labels will be accepted.) It is my considered opinion that the efforts of

the manufacturers to keep the wholesalers in this city from getting ennui and to prove to them that life can be beautiful and interesting though less profitable by the minute, have been highly successful.

The Get-It-While-You-Can attitude, while it may be out-dated and all wrong from the standpoint of good business practice, is nevertheless still with us, and it is an easy one for a dealer or jobber to slip into.

When our manufacturing con-

nections are forced to raise prices as they are doing today, we sometimes get the idea that since they seem to be getting theirs, we might just as well grab a handful too. So with this in mind we may take the new resale price just given us by our supplier and tack on a little extra, remembering that there has been a marked tendency of late to whittle at our margin between cost and resale prices, and if there is any squawk we can always blame it on the factory that supplies us.

Since prices on automotive parts and supplies are changing daily, the new price schedules should be posted and put into effect as soon as they are received, and should conform 100% with the manufacturers' suggested resales. If your supplier won't pay you a living profit on his line, Mr. Jobber, better lead him out the back door and tell him to depart in peace; then you can open the front door for an account that has a price structure you can make money with. Prices are plenty high, as your customers won't fail to tell you. But the fallacy of the old gouging policy was brought home to some of us forcefully and painfully once before, so why go back to it?

So Step It Up!

At a time when customers are becoming more price-conscious and generally cranky and cantankerous, efforts to satisfy them should be stepped up. However, many are not willing to make the added effort to be courteous, friendly and of real service, especially since they feel that for the present, at least, this sort of treatment can be safely relegated to the side lines and replaced with the smart answer, the brush-off and the general don't-give-a-dam attitude.

Better watch out! Those anticipated shortages of merchandise and supplies and that deluge of service work may not materialize, and those new and used cars may not move out as fast as you get them. So it might be well to get started on a campaign designed to reassure your customers that as far as YOU are concerned they will never again have to put up with anything resembling what they had to contend with during the last sellers' market.

If you are selling automobiles, it's important to convince the customers that your primary interest

**It's New...
It's Improved!**

**Shurhit
VOLT-
AMMETER**

LIST PRICE
\$16.50

It's Portable...
Can be carried anywhere. Tests voltage regulators, batteries in car while you are out.

Cuts electrical trouble-shooting time to a minimum
With the Shurhit Model EE-2 you can trace electrical troubles directly to their source.
This amazing voltmeter-ammeter checks voltage regulators, batteries and wiring all over the car, finds shorts, leaks and weaknesses, and completely eliminates guesswork in making a thorough electrical analysis.
The model EE-2 has been completely redesigned to give you a more rugged, compact tester—at no extra cost. Size of unit is approximately 8" x 5" x 2 1/4" and comes complete with large, easy-to-read meter, switch for volts or amperes, carrying handle and necessary leads.

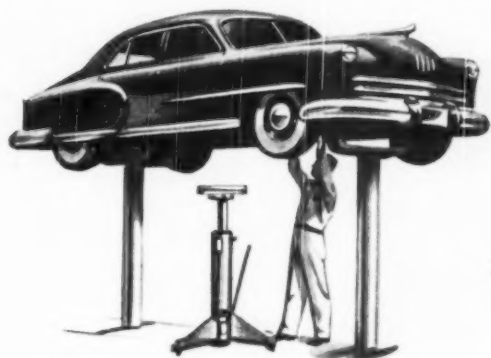
Shurhit

SHURHIT PRODUCTS, INC., WAUKEGAN, ILL.

**We know the job's
done right with**

KENT-MOORE

SPECIAL SERVICE TOOLS



KENT-MOORE SPECIAL TOOL MANUAL FOR "HYDRA-MATIC" TRANSMISSIONS!

Here it is! 8 fact-filled illustrated pages describing the essential Kent-Moore Special Service Tools required to perform factory recommended "HYDRA-MATIC" service on Cadillac, Oldsmobile, Pontiac, Lincoln, Nash, and Kaiser-Frazer cars. And it's free... yes, absolutely FREE! Yours for the asking without obligation. So send for your copy today!

It's a good feeling to know from the start that every job you do is going to be done right. Right for you and right for your customers. And that's the feeling you get when you're properly equipped with Kent-Moore Special Service Tools. For Kent-Moore, you know, has specialized in Automotive Service Engineering over the past 30 years. Working with major automobile manufacturers, they study service methods, chart service operations. Then, for each new model car, they design, engineer and manufacture the special service tools and equipment required to get each job done right... better, faster, easier... more economically, too, with greater profits for you.

So if you want to increase your service volume, boost profits, build lasting customer confidence... if you want to save the time, money and effort that's wasted by makeshift service methods, better send for the brand new 1950 Kent-Moore Special Service Tool Guide. It contains all the information you need to select the tools you have to have.

Kent-Moore

ORGANIZATION, INC.

GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast



ENGINEERS AND MANUFACTURERS OF SPECIAL AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT

is to see that the car you sold them gives uninterrupted, care-free service at the least possible expense. This will do you more good than a dozen "take-it-back-home" ads originating with the car manufacturer. You can't do this by neglecting your customer when he drives in nor by giving him a shoddy repair job and overcharging him for it.

And, Mr. Jobber, you will have to show your dealer trade that you are going to "tote fair" with them on prices, and that you are

going to allot to them their fair share of any merchandise that becomes critical as time goes on. It should be easy to convince them that the profitable operation of their business is of major importance to you, since upon it depends your own livelihood.

Why repeat yesterday's mistakes when you know they were mistakes? Steer clear of that mental toboggan slide that leads you to the belief that happy days are here again and this time for an extended visit, and that you

can coast smoothly along, grabbing as you go, and giving little or nothing in return.

I feel sure our factory representatives won't resent it if I inject a word or two here directed to them. Fellows, don't start passing up your jobber calls again, salving your conscience with the comforting thought that you have the account sewed up anyway, and they will continue to send in mail orders for which you will receive full credit and commission. Maybe those stitches you used in the sewing-up process have become frayed and loose.

Just stop a minute and ask yourself if you have lost any jobbers in the past three or four years, and then hand yourself the jack-pot question, "Why did I lose them?" I'll bet that after you kick that one around a while or juggle it in the air, it will finally come to rest in your own particular lap.

They Kept Calling

Your factories are probably turning out the same fine quality merchandise they always have, and are backing it up with good service and advertising. But during the time you were using those business cards bearing the title "sales engineer" and making only the calls you thought were necessary, perhaps some low-down competitor who was crazy enough to get out and work kept calling consistently on your jobbers. Perhaps he finally had your line moved out in the alley before you knew what was taking place, and then very inconsiderately cluttered up the wholesaler's shelves with a complete stock of his merchandise.

Perhaps you had one of those sales managers who was the proud possessor of a beautiful framed wall map on which all the sales territories were neatly blocked off, and into which he loved to stick colored tacks to represent the firm's jobbing outlets. Maybe the density of those tacks was a consuming passion with him and you were treated to a continuous barrage, verbally and by letter, to get busy and line up more outlets. So perhaps you now find in many towns you have built a Frankenstein of distribution that you can't control, and you have a chaotic price condition and a line that does not give any of your jobbers a decent volume or a decent profit.

PYROIL

is a "must" with
low viscosity oils

You're perfectly right to use low viscosity oils for winter driving. It helps you to "easy starts". But the running temperature of your engine is the same winter and summer. That's why Pyroil is the perfect companion for winter oil. When your car is standing in the damp and cold, winter oil quickly drains off, exposing piston rings and cylinder walls to excessive rust and corrosion. Pyroil causes even low temperature oil to cling to exposed metal surfaces. This prevents scoring due to pumping, damaging "dry starts"—costly wear and tear. Pyroil keeps winter lubrication at a summer level.

Add Pyroil to winter oil — add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank, takes coin up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

534 Main Street
La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing
Agencies, Ltd.
Toronto, Ontario

Southern Representatives

Southeast
McDonald & McPherson Co.
P. O. Box 452,
Atlanta, Georgia

Southcentral
John T. Jolly Sales Co.
1916—34th Avenue
Meridian, Miss.

Southwest

Hirsig-Frazier Company
807 Cotton Exchange Bldg.
Dallas, Texas

PYROIL

is a "must" with
dealers who
treat customers right

There is no substitute for Pyroil—none that can be honestly offered to be "the same as" — "as good as" — or "just like Pyroil"! The vast majority of GOOD RETAILERS don't offer substitutes — they respect their customers' preferences, which in the case of Pyroil they know is definitely right.

Jobbers of top products know that Pyroil is the "must" additive. It's the "sure thing" where QUALITY and UN-VARYING YEAR 'ROUND PERFORMANCE are the important factors.

Pyroil is the "Companion of Champions" — the first choice of consumers — the best bet for jobbers and dealers.

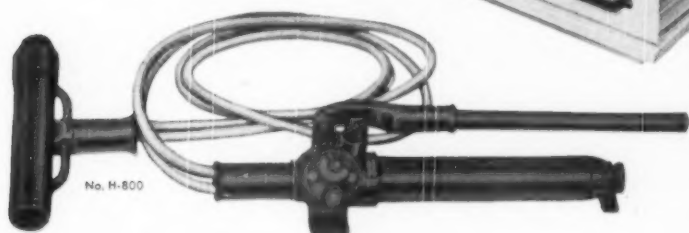
Let a factory representative tell you the complete Pyroil merchandising and promotion program.



HEIN-WERNER "PUSH and PULL" HYDRAULIC JACK

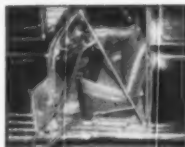
....saves up to
50% time on body,
fender and frame
repair jobs

The No. 45UA set illustrated includes model H-800 remote control 4 ton PUSH and PULL Jack, No. 7-A assortment of 30 essential attachments, and B-4 steel storage and carrying case.

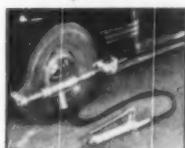


No. H-800

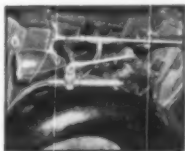
- ★ Push and pull with one ram—just turn release valve to right or left
- ★ Easier to set up—pulls direct with fewer attachments
- ★ Pump operates at any angle and in any position
- ★ Protected by safety valves—cannot be overloaded
- ★ Cannot become airbound at any angle or in any position
- ★ Hose guards add years to life of hose
- ★ Available in 4, 10, and 20 tons capacity, with a wide variety of attachments . . . for body, fender and frame repairing



PUSHING Post into position



PULLING Front Fender



ALIGNING Radiator and Grille

Ask your jobber
or write us for complete information
HEIN-WERNER CORPORATION • Waukesha, Wis.

Hein-Werner also manufactures Bumper-Lift Hydraulic Jacks for passenger cars... Under-Axle jacks for trucks and buses... Cylinder Sleeve Pullers... Swift-Lift and Service Jacks for shop use.



Right now it may look to you as though you won't have any trouble selling all the merchandise your factory will let you have. But don't rush up to the box office for a ticket to that movie I mentioned at the beginning of this dissertation. For, while you are relaxed and enjoying it, one of your competitors may be out in your territory busily throwing sand in your crankcase and letting the air out of your tires so that when you get your old sales wagon under way

again, the engine will burn out all its bearings and you will be bumping along on the flat tires of lost accounts.

And another thing, Mr. Factory Man: When you make those jobber calls don't keep them too much on the social side. You may exude gobs of personality and have a few new stories as added attractions; but, after all, it is quite possible that your customer did not attend the same charm school that you did, and maybe he never heard of Dale

Carnegie but has heard your stories. So, after disposing of the social amenities quickly, how about a check-up to see if there is anything you can do to help your jobber?

See if his counter catalogs are up to date and carry the latest information and prices on your line. Look over his stock and see if it is clean and properly arranged—and if not, have him delegate a man to straighten it up under your direction. Check the stock for obsolescence and for new numbers that have been added to your line and are missing. This is an easy way to start a fill-in order. Ask him if he has any problems, or questions to ask you about your line, or if you can help him by calling with his men on some tough prospects they have been unable to close.

It's All So Simple

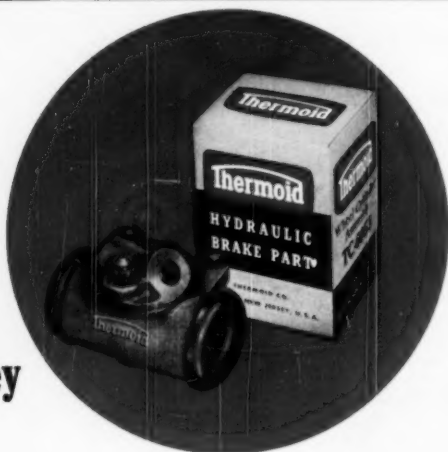
Yes, I know that this is all very elementary. You will probably say that any peddler with sense enough to hide a case of beer in his expense account would certainly realize that these were only part of his duties to his customers and his house. Sure, they all *know* it, but there are not many of them working at it.

I admit in all fairness that many of you fellows have a legitimate excuse for high-spotting or keeping your jobber contacts on the sketchy side. Many of you have too much territory and too many calls to make. However, some manufacturers are beginning to realize that the same sales plan that works so successfully on jobber-dealer contacts—frequent and regular calls—is just as efficacious when applied to manufacturer-jobber contacts.

Finding and hiring good outside men nowadays is something of a problem. Then after you do snag one and spend good money training him, you come down to the office some morning and find a letter or a wire telling you what a swell guy you are, and what a fine organization yours is, and that it has all been very pleasant but he has decided to become a manufacturers' agent; or that he is tired of traveling (and who-nell isn't?) and is opening up Art's Atomic Auto Supply Co. at Arthritis, Arizona; or perhaps that he is now the sole owner of Gregory's Gruesome Gear and Gas-ket Shoppe at Gangrene, Ga.

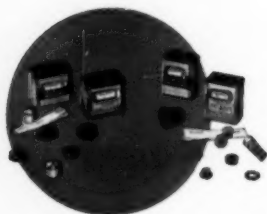
Then, too, a great many young

Made To Make Money For You



Thermoid Hydraulic Brake Parts carry one of the most famous names in the automotive replacement industry. Each of the hundreds of parts which make up the complete line is made to the latest engineering specifications. The complete Thermoid Hydraulic Line includes master and wheel cylinder assemblies as well as master and wheel cylinder repair kits, hose and switches.

Thermoid Hydraulic Brake Fluid operates at peak efficiency under all weather and temperature conditions. Mixes well, harmless to metal and rubber and meets or exceeds SAE specifications.

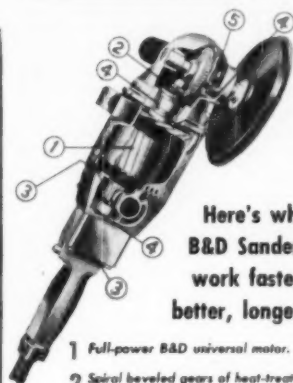


Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

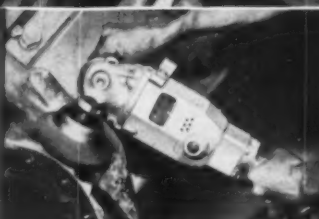
Thermoid Company • Trenton, New Jersey

HERE'S HOW Black & Decker Sanders Speed Up Body Work!



**Here's why
B&D Sanders
work faster,
better, longer!**

- 1 Full-power B&D universal motor.
- 2 Spiral beveled gears of heat-treated alloy; match-lapped, spline-mounted for greater strength.
- 3 All vital parts sealed against abrasive dust and dirt.
- 4 All ball bearings on steel inserts and grease-sealed.
- 5 Patented spindle lock for speed and ease of changing accessories.



WIRE BRUSHING . . . With "Whirlwind" wire cup brushes, B&D Sanders zip off old paint, rust, dirt, light weld spatter, grease, carbon; clean the chassis and under fenders.



GRINDING . . . With saucer grinding wheels, B&D Sanders swiftly smooth body welds prior to painting; do faster, smoother grinding in many general applications.

BLACK & DECKER ELECTRIC SANDERS are fast, versatile, easy to handle, built to take it! They're sure to give you the faster work that means more profits on body jobs. And you have your choice of four models to suit your needs—the 7" Special Sander, specially suited to featheredging and touch-up; the 7" Standard Sander for general-purpose work; or the 7" Heavy-Duty or 9" Heavy-Duty models for more continuous work and greater output. See your nearby Black & Decker Distributor for a demonstration. Write for free catalog to: THE BLACK & DECKER MFG. CO., 633 Penna. Ave., Towson 4, Md.

LEADING DISTRIBUTORS EVERYWHERE SELL



Black & Decker

PORTABLE ELECTRIC TOOLS

men who are products of our new order of hand-out philosophy are looking for positions and not jobs, since one of the usual unpleasant characteristics of a job is that it is heavily seasoned with work.

If we forget those lessons we learned so recently, simply because present conditions seem to afford an opportunity to safely do so, any temporary gain we may make in volume or profit will be more than offset in that day of reckoning which is sure to come and leave us with a hang-over of

customer ill-will and dissatisfaction. Don't forget that there are a lot of people who still recall how they were pushed around not so long ago when they tried to buy an automobile, or parts and mechanical work to keep it on the road, and they don't propose to put up with it again.

So, if you are tempted to backslide into your former ways, better stop and put on your chains before you skid into the ditch. Let your organization know that this time you mean for things to

be different and that you expect them to hew close to the line of good, sound business practice in their relations with your trade.

If, as we progress further and further into a national military preparedness program, emergency conditions again arise, let's not use them as an excuse to deviate from a common-sense policy of fair dealing. Rather, we can use them as the bricks and mortar with which to build a solid foundation capable of upholding a large and loyal clientele—which, in turn, will continue to help us maintain satisfactory volume and profits when conditions are normal.

So, we may again see flashed on the business screen a feature picture with the title: "Get It While You Can, Treat 'Em As You Please, and to Hell with Everybody But Me." But if so, let's just stand up and say, "This is where I came in," and walk out on it—even if we have to trample some corns and step over a few knees to do it.

Big Shop Watches Costs

(Continued from page 38)

finger on the spot. I may add that it is not exaggeration to say that the accounting system has turned a good business into big business."

The Rosslyn Auto Body Co., an independent specializing in wrecks and all body repair work, does a \$20,000 monthly volume, its five shops occupying two buildings with 45,000 square feet of floor space.

The detailed preliminary accounting system used by the company may be readily applied by any shop of any size. Here, where there are five shops with about 35 employees, it takes one man's full time to keep records no more than 24 hours behind. This would not hold in a repair shop where radiator, upholstery and other work would be farmed out. It may take only a fraction of the day's time to keep abreast of sales volume.

Alamance Dealers Organize

The automobile dealers of Alamance County, N. C., have elected R. N. Atwater president of their newly-formed association. Ben Lilien is vice-president and Royal Spence, Jr., is secretary-treasurer of the association.

CLEAN FLOORS bring in more customers



Many car-owners, in search of service, judge a shop's efficiency by the looks of its floors. They figure clean floors mean a smart, efficient shop—with top equipment, top mechanics, top service. They'll drive right in. On the other hand, floors that are coated with grime, grease, spilled oil and water will send them driving off.

So why run the risk of losing customers? Do what many smart operators do! USE OAKITE PENETRANT!

This power-packed, grease-dissolving chemical compound not only cleans floors—it's also first-rate for:

- ★ Steam cleaning chassis and motors
- ★ Degreasing parts before repair
- ★ Cleaning out cooling systems

And, because Oakite Penetrant saves time and money on these service jobs, floor cleaning costs next to nothing.

Order a barrel of Oakite Penetrant today. Your local Oakite Technical Service Representative will gladly show you how it works . . . how it cuts time and costs. Or write Oakite Products, Inc., 40B Thames St., New York 6, N. Y., for FREE descriptive Booklet No. 5770.

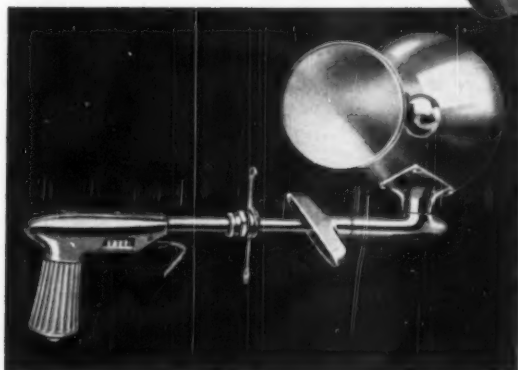
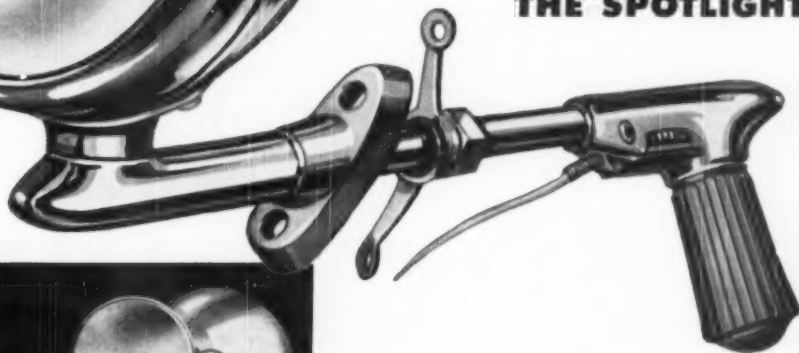
SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada



SELL THE *Spotlamp*

**THAT HOLDS
THE SPOTLIGHT**



Sell Guide spotlamps . . . the smartly styled line of quality spotlamps that hold the center of the stage with all car owners.

There is a Guide spotlamp to fit every make of car. One model has a high-quality rear vision mirror attached to the lamp body, to provide an outside mirror with inside control. Every model is equipped with a Guide "Sealed Unit" that provides complete protection against dirt and moisture and assures a powerful beam of white light.

Guide spotlamps are easy to install without special tools or equipment.

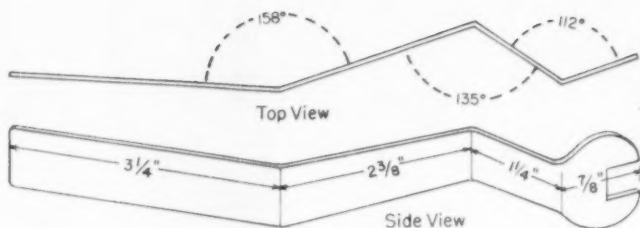


GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

***Guide* LAMP**
DIVISION OF GENERAL MOTORS
ANDERSON, INDIANA

J

for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



Removing Vacuum Line On 1949-50 Plymouth

DUE to the design of mounting of distributor on the 1949-50 Plymouth, the vacuum control unit fittings are behind the oil filler pipe. This makes it difficult to remove and install the vacuum line with an ordinary wrench. Here's a time saver I made that gets the job done:

I took a 7½-inch open-end wrench with a ⅜-inch opening.

heated it and bent it in three places as illustrated. The way the wrench is bent permits me to use it in front of the filler pipe while holding the other fitting with a 7/16-inch open-end wrench.—Woodrow J. Cunningham, 457 West Arrow Street, Marshall, Missouri.

Repairing the Hydra-Matic Driven Shaft Bushing

WHEN repairing the Hydramatic driven shaft bushing, here is a time-saving method to remove and replace rear bearing retaining housing when there is bushing wear and you have to

CHAMP-ITEMS HAS IT



knock out rear oil seals:

Remove bolts from both housing and internal gear support. This housing can then be slipped from the shaft. To replace reverse anchor pin in the reverse anchor, grind this pin to a slanting taper, leaving one side smooth.

By placing this pin with smooth side on the bottom, it will pick up



reverse anchor. Otherwise you would have to remove about one fourth of the parts from the transmission to repair this housing. This method saves us about 3½ hours. — *Floyd Hill, Aubrey Thomas Motor Co., Inc. (Oldsmobile), Lynchburg, Virginia.*

Replacing Piston Rings With Lock-Ring Pliers

WHEN replacing rings on pistons, I've found a pair of lock-ring pliers will do the job quickly and easily if regular ring-spreading pliers are not available.

Many mechanics own spreading pliers but many more will have the lock-ring pliers.—*A. L. McClain, Owen's Electric Service, East Palatka, Florida.*

Installing Spring Spacers On the 1949-50 Ford

TO INSTALL spring spacers without removing springs on 1949-50 Fords, use the split-ring spacer sold by various parts manufacturers. You can shim up sagged springs in about 45 minutes, whereas it takes about two hours to drop the control arms to install the other type spacer. Here's how to do it:

Place the car on the wheel aligner and remove the shock absorbers. Cut a section of truck spring leaf eight inches long and drive it endways into the spring coil, the second coil from the bottom. Tie the lower control arm to aligner beam. Set a hydraulic power lift unit with a four-inch extension up through the center of the spring and jack against the section of spring leaf.

This will compress the spring upward sufficiently to allow the spacer shim to be installed under the spring in the depression in the control arm. Remove jack and spring leaf and replace shock

absorber.—*D. W. McGill, service manager, Malone Motor Company, Dothan, Alabama.*

Removing Ford Transmission Without Spilling Grease

SINCE the 1949 and 1950 Fords have been out, we have had a greased floor while removing the transmission. After dropping drive shaft, the grease would run out the back of transmission. Now we have the solution.

Place the knuckle from an old

drive shaft, or a new one, on the back of the transmission after dropping the drive shaft. That will hold all grease until you get the transmission on your workbench.—*Lewis Huskey, Stephenson Motor Co., Inc., Gaffney, South Carolina.*

Tightening Control-Arm Shaft on '50 Fords

EVERY mechanic who has to tighten or replace the bolts holding the upper control arm to



- This quality product will gain prestige for you and win the confidence of your customers
- A good markup and a real quick turnover developed through national advertising make Emerol products a profit-making Santa Claus the year 'round

Marvel Mystery Oil has no equal. Your jobbers will tell you that, or write for full dealer information today. Department 172

EMEROL MANUFACTURING CO. INC.

342 West 42 St., New York 33, N. Y.

frame on 1949-50 Fords knows what a mean job it is. You just can't get a regular wrench in the space, hold it and tighten the bolts too. Here is a tool that will make this a one-man job:

Cut a $\frac{3}{4}$ -inch end wrench off to about four inches and bend it at a right angle midway. Cut a piece of $\frac{3}{4}$ -inch pipe about $\frac{1}{2}$ inch long and split lengthwise, making a half moon. Braze this to side of the wrench opposite the right-angle bend to make the wrench end thick enough to hold

itself on the nut.

You can slide the wrench into the space between the frame and bracket and it will hold itself in place while you tighten the bolts.

—D. W. McGill, service manager, Malone Motor Company, Dothan, Alabama.

Loosening Clutches That Have Stuck

SOMETIMES the clutch will stick on a car that has not been used for a while. I find it easy

to break it loose by jacking up one rear wheel, putting the car in third, starting the engine and bringing it up to about 30 miles an hour.

Then hit the clutch and brake pedal at the same time. The jar will free it up.—Eddie Ondras, Cuenod Motors, Galveston, Texas.

When Installing Freeze Plugs

IF I HAVE a freeze plug that won't go in the block or in some other place such as the kingpin, I never try to grind it down to the right size because it will leak. Instead I set up a socket and put the freeze plug on top. The socket must be just a little smaller than the plug.

Then set a blunt punch on the freeze plug. Hit it with a hammer until it cups to its right size. Eddie Ondras, Cuenod Motors, Galveston, Texas.

Installing Clutch Release Cable

ON THE universal Jeep you will find it isn't necessary to pull either engine or transmission to install new clutch release cable. Once the old cable is removed, the clutch throw-out arm will drop down.

I drill a $\frac{1}{2}$ " hole $2\frac{1}{2}$ " forward of the entrance hole in the clutch housing and another 2" down on the side of the housing. Then I use a screwdriver to push the release arm upward to where it can be seen and connected through the first hole. After the hook-up is made, these holes can be plugged with rubber plugs to keep out dirt.—Glenn Williams, Woodlawn, Virginia.

When Starting the Nuts On Defroster Nozzle

I USED to have considerable difficulty in starting the nuts on the left defroster nozzle on the 1950 Mercury, but I have found a way to overcome it.

Using a hacksaw, I saw the hole to the end of the metal on one side of the nozzle, start the inside nut, install nozzle and then tighten nuts with a midjet socket.—Buddy Thorpe, B & G Motor Company, Leavenworth, Kansas.

In 1918 General Motors Corporation had 4,739 stockholders. Today it has more than 430,000.

For Some Quickies

CLEAN-UP

OF MOTOR BLOCKS and PARTS

IN 1951



Niagara-like Turbulence

of Storm-Vulcan Turbo Blast WASHING MACHINES . . . plus heat and detergent . . . is all it takes to solve any parts cleaning problem. Those "Hard to get to" places in motor blocks are thoroughly cleaned of dirt, sludge and grease.

Ask for proof of what this outstanding Parts Washing Machine will do for you. Sizes for every requirement.

STORM-VULCAN



WASHING MACHINES

FOR DIRTY, GREASY MOTOR BLOCKS AND PARTS

Send for NEW Catalog and Complete Information



2304 COMMERCE ST. DALLAS, TEXAS



Shop Talk

(Continued from page 64)

good factory management, such as Mr. Sloan represents, but also because of their continued improving merchandising methods and policies.

"It is the hope of those of us interested in the retail business that we will continue to improve along both lines to merit the public acceptance that we have today."

"Sax" Lloyd, the well-known Buick-Cadillac dealer of Daytona Beach, Fla., also had something to say about the article. In his sparkling address before the annual convention of the Automotive Trade Association of Virginia, at Richmond last month, he asked:

"I wonder if Fortune Magazine remembers when dealers went to their banks, hat in hand, almost begging on their knees for credit in order to save the business into which they had put so many years of their life?"

FIVE YEARS SHORT

Greenville, C.

Dear Bill:

This morning I had the pleasure to receive the November issue of SOUTHERN AUTOMOTIVE JOURNAL and on page 88 we had four pictures showing our outfit, and they seemed to be very good pictures and showed up the operation very well, but you made a five-year mistake in listing it as our 25th anniversary this year, as this is our 30th year of continuous service to the automotive trade in the Greenville area, so we thought you might like to know that, as we have employees that have been with us longer than 25 years. With that exception I would like to thank you for the nice write-up and trust that it will not do your paper too much harm.

CECIL MORRIS,
President,
Battery & Electric Co.

Says the American Petroleum Institute: "In addition to the 188,305 service stations, there are about 200,000 retail outlets for motor fuel in country stores, garages and similar establishments supplying fuel for the nation's 44,000,000 motor vehicles."

Going Over **BIG...**

COMPLETE LINE OF

Fuel Pumps and KITS



Give You
Something
to Talk
About



— the strong, selling story
of the exclusive, long-
wearing, trouble-free
NYLO-PRENE® diaphragm.

There's an exact-dimensional, perfect-
fitting replacement — for all popular
makes of cars — in the complete line of
P. & D. Fuel Pumps and Kits.



IN ONE WORD
dependable

P&D

MANUFACTURING COMPANY, INC.

LONG ISLAND CITY 5, N. Y.

HERE'S AN AMAZING SPECIAL OFFER

Johnny Says:

**SAVE 50c ON THESE FINE
ADVANCE CENTURY
BLACK TIRE DRESSINGS**



NO. 141

Tire Sheen, Concentrated
Liquid, Regular \$2.25
With coupon \$1.75

NO. 664

Rubber Wax, Wax Base Paste
Regular \$2.00
With coupon \$1.50

NO. 400

Rubber Renewer, Heavy
Black Paste, Regular \$1.60
With coupon \$1.35

Prices slightly higher west of Mississippi River

Most of you are using Advance Century Wash and Wax Products. Simply do this the next time you order. Give your jobber salesman the coupon below and he will give you a gallon of the Advance Century Black Tire Dressing you prefer, at 50c less than regular price.

CALL YOUR JOBBER

USE THIS COUPON TODAY

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

This coupon is worth 50c toward the purchase of Advance Century black tire dressings Nos. 141, 664 & 400.

Name of Service Station _____

Name of Dealer _____

This offer expires Jan. 10, 1951.

Jobbers: Return all coupons to Advance Century for credit

NOT REDEEMABLE IN CASH

**JOHNNY
SAYS...**



I'm always talking about ways in which you fellows can increase your business by offering your customers extra service. I have another idea for you this month too.

You all know how necessary it is to switch the tires on a car, so they wear evenly. You get a few calls for this, but not many of your customers think of it.

Well this is what a friend of mine did, and it's helped increase his tire sales and build a lot of good will too.

He took a large sheet of paper, ruled it off, and put down the customer's name and mileage of car when new tires were bought. The fellows around the station keep an eye on the chart and check the mileage on the tires. When the tires get 4,000 or so miles on them, they tell the customer he can save money by having them "X" his tires. The \$1.00's my friend gets for changing these tires adds up too. But when he says, "You see how well we take care of your tires. How about buying your next set from us?", he sure sells a lot of new tires.

He takes good care of the looks of those tires too, by using Advance Century Black Tire Dressings. Take advantage of the special offer on the next page and order some today.

Christmas Special—I'm offering twenty-five dollars this month for an acceptable idea like the one above. Send it today.

*Be seein' you
Johnny*

New PRODUCTS AND CATALOGS

200—Wheel Balancer

An improved wheel balancer that drives spindle through V-belt without touching the wheel has been announced by Manbee Equipment Division, 185 N. Wabash Ave., Chicago 1, Ill.

The unit is powered by a 1/2 h.p. repulsion-induction motor that is said



to bring wheel to 85 m.p.h. in a few seconds. It measures both static and dynamic balance on the same spindle. Spirit level gives direct indication for quick static balancing. Colored lights indicate dynamic unbalance.

Want more information? Use coupon on page 92 and you'll get it!

201—Wheel Cylinders

Semi-steel wheel cylinders, bearing-ized for surface hardness, have been added to the line of Supco Products Corp., South Bayview Ave., Amityville, Long Island, N. Y. They are designed for long life and hard service.

Want more information? Use coupon on page 92 and you'll get it!

202—Piston Rings

The 2-in-1 piston ring set, containing two chrome-plated rings per piston,



has been announced by Perfect Circle Corp., Hagerstown, Ind.

In addition to normal springs, an optional set of HiPressure springs is packed with oil rings for use in badly-worn engines. Top compression as well

as the oil ring is chrome plated, giving superior bearing and wear characteristics, a company announcement stated. Sets are available for passenger cars, trucks, buses and tractors.

Want more information? Use coupon on page 92 and you'll get it!

203—Nut Runner

An attachment for converting 1/4" drills into nut-running and screw driving tools has been announced by Herbrand Division, Bingham - Herbrand



Corp., Fremont, Ohio.

The Drill-O-Driver fastens into drill chuck like an ordinary bit. It employs automatic friction drive to permit operator to regulate speed and force. Drive is said to cut off automatically when bolt or screw is driven home.

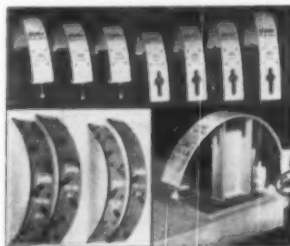
Want more information? Use coupon on page 92 and you'll get it!

204—Brake Liners

The Duz-All system of four brake liners, said to give coverage on passenger cars and light trucks from 1932 to current models, has been introduced by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

Only seven drill jigs are required, a company announcement stated. A wall chart shows correct drill for various shoes and drilling anvil facilitates the work.

Want more information? Use coupon on page 92 and you'll get it!



205—Hacksaw Blade

A round hacksaw blade, called the ZipSaw, has been added to the line of K-D Manufacturing Co., Lancaster, Pa. The blade actually is a spiral, like a



round file, the manufacturer stated. It is said to saw through material without clogging or tilting saw frame and to follow intricate pattern lines. It can be used at moderate speeds in a power jig. The 10" or 12" blades are furnished in sets of three—one rough, one medium and one fine with a set of adaptors.

Want more information? Use coupon on page 92 and you'll get it!

206—Hydraulic Jacks

A Bosco 1½-ton hydraulic curb jack and the D-1500 series of axle jacks in capacities of 1½, 3, 5, 8 and 12 tons, have been added to the line of Auto Specialties Manufacturing Co., St. Joseph, Mich.



The curb jack has a lifting range from 37½" to 18¼" and measures 24½" over-all. It is said by the manufacturer to lift any passenger car. The axle jack, illustrated, has a hexagonal reservoir cap for quick access to reservoir. A safety oil vent prevents jack from being forced beyond maximum height and release screw gives better control of lowering of load at any speed.

Want more information? Use coupon on page 92 and you'll get it!

207—Water-Air Unit

A line of Eco Islanders, featuring Spira-Coil hose-retraction reels to provide air and water service on gasoline-pump islands, is now being produced by John Wood Co., Bennett Pump Division, Muskegon, Mich.



The model illustrated includes a cash-box utility desk. Other models are available with the automatic Tirelator, pylon - fluorescent light or light-reflector unit and merchandising signs. Units with 2" adapter casting for rein-

stallation of previously-used lights are produced. All models are finished in enamel with chrome trim.

Want more information? Use coupon on page 92 and you'll get it!

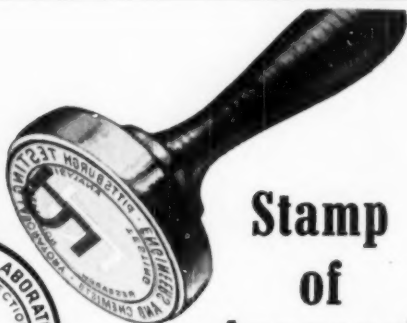
208—Bleeder Hose

A rubber bleeder hose that snaps on new-style bleeder fittings has been announced by Eis Automotive Corp.,



Middletown, Conn. It snaps off with slight pull when job is done.

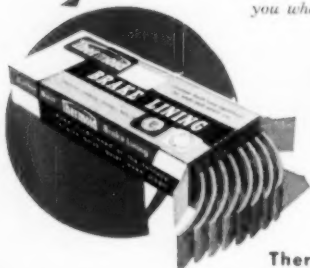
Want more information? Use coupon on page 92 and you'll get it!



Stamp of Approval

Thermoid C-B Brake Sets are the only brake lining carrying the Pittsburgh Testing Laboratory Certification. Thermoid is the complete line, covering all brake requirements—catalogued for quick selection—everywhere accepted as top quality. With Thermoid Custom-Built Brake Lining, you avoid all guesswork and give your customers a job that's "right the first time." Ask your Thermoid Distributor about C-B Sets and Thermoid Precision Processing Equipment.

Watch for "The Safest Thing on Wheels" Thermoid's instructive new talking movie. Your jobber will inform you when this Film will appear in your locality.



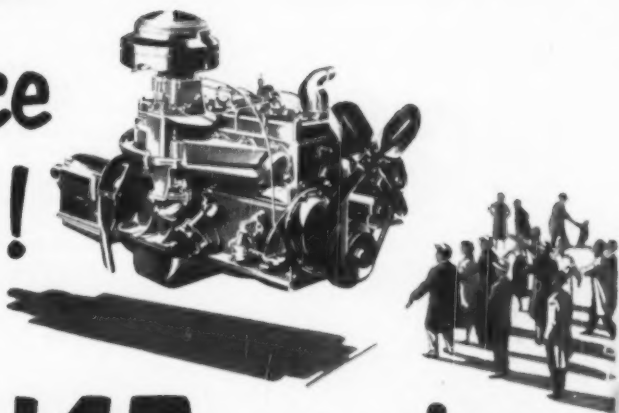
Thermoid

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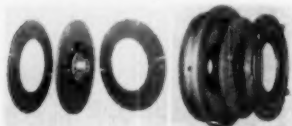
A dealer franchise that is well known for being the most liberal and fairest in the industry. Abundant dealer helps to speed you on the road to success.

And an invitation, *right here and now*, to get complete information about the well-located dealer opportunities still available to men who want to build a sound business and steady profits! Write, wire or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan—today!

209—Clutch Plates

A line of matched clutch-plate combinations for extra-heavy-duty truck, tractor and industrial-equipment applications has been announced by S. K. Wellman Co., 1374 E. 51st St., Cleveland 3, Ohio.

Each set consists of an all-metal Velvetouch clutch plate and two all-metal friction facings for mounting on



the flywheel and pressure plates. In this way operator gains the full advantage because the clutch plate operates against friction surfaces instead of against the cast-iron faces of opposing plates, a company announcement stated. Left-hand illustration shows a matched facing set and right-hand illustration shows completed set installation.

Want more information? Use coupon on page 92 and you'll get it!

210—Gasket Catalog

Catalog No. 263 on its line of gaskets and grease retainers has been issued by Felt Products Manufacturing Co., 1508 Carroll Ave., Chicago, Ill. The quick-reference guide covers pop-



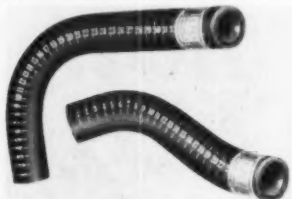
ular makes of cars, trucks and engines.

Want more information? Use coupon on page 92 and you'll get it!

211—Hose Cutting Guide

A cutting guide on its universal curved radiator hose that makes it possible to reduce inventories has been developed by Crown Products Co., Ralston, Neb.

A printed label attached to the hose gives instructions for using the guide.



No separate instruction sheet is required. Guide is displayed on the hose. More than 200 passenger-car models can be serviced with four types of hose, the manufacturer stated.

Want more information? Use coupon on page 92 and you'll get it!

212—Seat Covers

Saran plastic seat covers for passenger cars from 1940 through 1951 are now available from Hinson Manufacturing Co., Waterloo, Iowa.

Series 5000, as it is called, has heavy rayon skirting and seams are sewn with nylon thread. The covers are available in red, blue and green. Quilted plastic trim shown in illustration is optional at extra cost.

Want more information? Use coupon on page 92 and you'll get it!



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Blunt Diamond SIZZLE PATCHES



Two sizes fill all Tube Repair

Requirements. Colorful, sales making containers.

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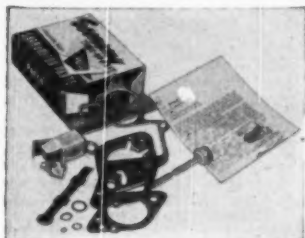
Partnership of L. M. Everett and Sons

5320 HARRY HINES BLVD.

DALLAS, TEXAS

213—Carburetor Kit

A Pacco carburetor tune-up repair kit for carburetors with up to 30,000 miles of use is now being marketed by Precision Automotive Components Co., 1312 S. Grand Blvd., St. Louis 4, Mo.

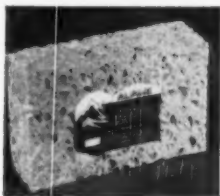


The kit contains all necessary parts to take care of ordinary tune-up jobs on popular makes, a company announcement said. An instruction sheet is included in each kit.

Want more information? Use coupon on page 92 and you'll get it!

214—Cellulose Sponge

Alpine cellulose sponges, said to drip less than conventional types and thus speed washing, have been placed on the

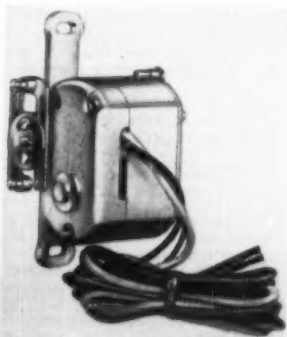


market by Schroeder & Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Mo. The sponges are also said to be tougher and more durable.

Want more information? Use coupon on page 92 and you'll get it!

215—Wiper Motor

A dual electric windshield-wiper motor, said to replace most vacuum motors operating two blades, has been announced by Signal Manufacturing Co., Lynn, Mass.



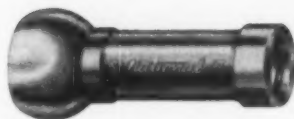
It is said to fit in same space as vacuum motor without drilling or cutting. It parks blades automatically.

Want more information? Use coupon on page 92 and you'll get it!

216—Ball Housing

Universal-joint ball housing kits, with oversize steel ball housing, have been announced by National Machine Works, Inc., P. O. Box 4305, Oklahoma City 9, Okla.

The oversize feature gives longer life, the manufacturer said. The assembly can be installed without tearing down differential and no special tools are required. The unit is especially adapted to Chevrolet cars and pick-up trucks.



GMC pick-up trucks and Pontiacs. Want more information? Use coupon on page 92 and you'll get it!

217—Tool Catalog

A 72-page catalog on its line of portable tools has been issued by Skilsaw, Inc., 5033 Elston Ave., Chicago 30, Ill.

Want more information? Use coupon on page 92 and you'll get it!

TOP PERFORMERS

TA-14 and 15
Precision Line Boring
Dial Indicator Centering
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SB
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Piston Pin Fitting
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DIAMOND BORING METHOD PISTON PIN FITTING MACHINE

Bores pin holes in piston and connecting rod to the manufacturer's specified clearances.

Perfectly straight and round.
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Equip your shop with these top performers...or take your line boring, shell boring and piston pin fitting to those progressive machine shop operators who are well equipped to give you this superior service.

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With the Best!

218—Penetrating Fluid

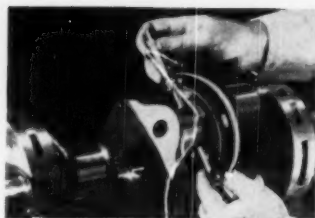
Du-Oil, a rust-disintegrating and penetrating fluid for use in tune-up work, has been introduced by Supersite Corp., 384 Canal Place, New York 51, N. Y. The fluid is said to be non-inflammable and harmless to the skin.

Want more information? Use coupon on page 92 and you'll get it!

219—Micrometer, Gauge

A micrometer for measuring crankshafts and an out-of-roundness gauge have been announced by The L. S. Starrett Co., Athol, Mass.

The micrometer has a range of $1\frac{1}{2}$ " to $2\frac{1}{2}$ " in thousandths. The reading



point is on the under side of the thimble for easy visibility. Thimble is stamped with decimal equivalents. Frame is finished in black enamel and sleeve and thimble are in satin-chrome finish.



The out-of-roundness gauge has an adjustable slide that gives it a range of $1\frac{1}{4}$ " to 5" for use in holes or slots. Contact points can be inserted to a depth of about $\frac{3}{8}$ ". The sliding head has two line contact points under spring tension to give automatic centering. The indicator is graduated in thousandths.

Want more information? Use coupon on page 92 and you'll get it!

220—Cable Tool

The Lug-Set block and punch for use when soldering cable lugs and splicing cables has been introduced by Tweco Products Co., P. O. Box 666, Wichita 1, Kan.

The manganese-bronze block has three half-circle depressions to take



the three sizes of lugs and splicers. End of cable is stripped and inserted in correct size lug or splicer. After it is placed on the block, the barrel of the lug or splicer is impacted into the cable strands with the steel punch. The set is designed for use with the company's line of lugs and splicers.

Want more information? Use coupon on page 92 and you'll get it!

221—Polishing Cloth

A polishing cloth that has been impregnated with silicone has been added to the line of The Las-Stik Mfg. Co., Hamilton, Ohio. The extra-size, heavy-nylon flannel cloth has stitched edge and comes in a metal container for storage in glove compartment or on shelf.

Want more information? Use coupon on page 92 and you'll get it!

222—Tinning Compound

A tinning compound in stick form that is said to clean and tin metals, including aluminum, has been placed on the market by Glaser Lead Co., Inc., 21-31 Wycoff Ave., Brooklyn, N. Y. To use, mechanic rubs stick on the heated area.

Want more information? Use coupon on page 92 and you'll get it!

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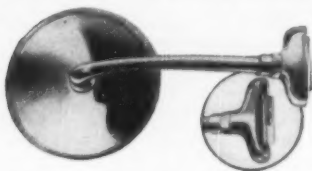
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MANUFACTURERS
EXCLUSIVELY

WHITTIER, CALIFORNIA

223—Rear-View Mirror

Model 705 mirror, said to be completely universal in mounting and to be adaptable for either right or left side, has been placed on the market by



Joma Manufacturing Co., Inc., 901 Zerega Ave., Bronx 61, N. Y.

It attaches to straight door edge or curved belt line section by tightening one screw, the manufacturer said. It is of all-brass, die-cast construction and is triple-plated with chrome.

Want more information? Use coupon on page 92 and you'll get it!

224—Back-Up Light

A universal back-up light, equipped with rubber gasket to give flush,



weather-resistant fit, has been placed on the market by Electroline Sales Co., 2622 E. 51st St., Cleveland 4, Ohio.

The light has a 21-candlepower bulb and 2½" lens. Chrome-plated rim is 3" in diameter. Light is also available as replacement stop light or turn-

signal light, according to the manufacturer.

Want more information? Use coupon on page 92 and you'll get it!

225—Drum Refinisher

The Turret-Head kit for brake-drum refinishing, available in models to fit most lathes, has been announced by Dixie Machine Tool Co., Box 1017, Cincinnati 26, Ohio.

The kit includes one carbide tool for roughing only and one for finishing



cuts. It does not change the micrometer setting of the lathe, a company announcement stated. It is said to index instantly from rough to finish.

Want more information? Use coupon on page 92 and you'll get it!

226—Truck Cranes

Three hydraulic truck cranes, ranging in capacity from 500 lbs. to 4,000 lbs., have been added to the line of Ruger Equipment Co., Inc., Uhrichsville, Ohio.

Designed for one-man operation, the cranes permit loads to be inched up or down to the exact level desired, the manufacturer said. The units are easily



installed and can be removed from mounting sockets and replaced again when needed.

Want more information? Use coupon on page 92 and you'll get it!

227—Air Compressors

Three air compressors, the Whirlwind Junior farm air compressor, a three-horsepower and a five-horsepower, two-stage model, have been added to the line of Curtis Pneumatic Machinery Division, Curtis Manufacturing Co., 1905 Kienlen Ave., St. Louis 20, Missouri.

The Whirlwind Junior is available with either an electric or gasoline motor. The electric-motor unit is automatic, cutting in at 115 lbs. and out at 150 lbs. pressure. It has a 4½-gal. storage tank, according to an announcement from the manufacturer.

Want more information? Use coupon on page 92 and you'll get it!

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No. _____ No. _____ No. _____ No. _____ No. _____
 Name (please print) _____
 Company _____ Position _____
 Number and Street _____
 City _____ Postal Zone _____ State _____

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,
 806 Peachtree St., N. E., Atlanta 3, Ga.

228—Back-Up Light

An automatic back-up light set, with twin lamps that recess into a rubber molded gasket and rubber socket cover to protect them against water and dust, has been placed on the market by Yankee Metal Products Corp., Norwalk, Conn.

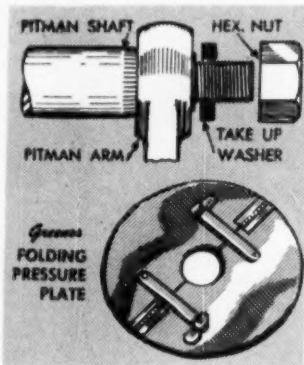
The set includes the two 2 3/4" diameter lamps, 13 feet of wire, automatic switch and mountings and bolts.

Want more information? Use coupon on this page and you'll get it!

229—Washer, Plate

A take-up washer for pitman arms and a folding pressure plate have been added to the line of H. Greene and Co., 1260 Blue Hill Ave., Mattapan, Mass.

The washer is designed to remove loose play at the steering wheel. The



pressure plate forces grease down to the bottom of the barrel by creating a vacuum, the manufacturer said. It fits inside rimmed barrels and opens and locks when inside.

Want more information? Use coupon on this page and you'll get it!

230—Generators

A line of eight generators, said to service 90 per cent of the vehicles now in operation, is available from General Armature Corp., 6341 S. Harper Ave., Chicago 37, Ill.

All of the generators have a heavy, 45-ampere output. Interchangeability data and listings by make and model of

car are available for the line, which is said to reduce inventory and increase turnover.

Want more information? Use coupon on this page and you'll get it!

231—Brake Hose

Perma-Grip brake hose, with zinc-plated steel fittings that are attached to hose by a special crimping process, has been announced by Planet Metal Prod-



ucts Corp., 966 Dean St., Brooklyn 16, N. Y.

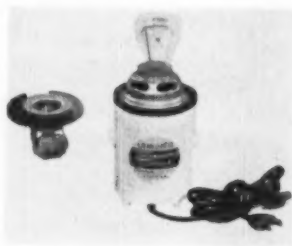
The hose is said to be chemically resistant and to remain flexible under all conditions. Hose is individually packaged and available for current cars and trucks.

Want more information? Use coupon on this page and you'll get it!

232—Thermostat Tester

A tester for thermostats that is said to shut off automatically if water boils away has been placed on the market by L. B. Miller Co., 394 State St., Stamford, Conn.

The unit has a thermometer to show



temperature at which thermostat starts to open. Base is of porcelain and heating element is contained in base. The unit operates from A. C. outlets.

Want more information? Use coupon on this page and you'll get it!

233—Ignition Kit

The Lynn Lightning ignition wiring repair kit, said to permit replacing of distributor and spark-plug terminals quickly with solderless joints, has been announced by Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

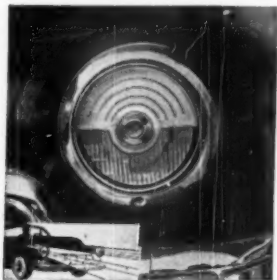
The set includes distributor-cap terminals, straight spark-plug terminals, angle spark-plug terminals, distributor-cap hoods and a tool for crimping, cutting and stripping wire.

Want more information? Use coupon on this page and you'll get it!

234—Light Shield

The Projecta-Lite shield for sealed-beam headlights has been added to the line of Vision-Visor Corp. of America, 831 S. Wabash Ave., Chicago 5, Ill.

A semi-circular shield of plastic slips over the upper half of lens, diffusing



light to a soft glow without obscuring the identifying form of the lamp as seen by approaching motorists, a company announcement stated. An amber bull's eye in the center adds fog-penetrating qualities.

Want more information? Use coupon on this page and you'll get it!

235—Abrasive Discs

Speed-Wet Metalite fiber discs for grinding applications are now being produced by Behr-Manning Corp., Division of Norton Co., Troy, N. Y.

The grit is doubly anchored by the Durabonded and resin-bonded processes to resist shedding and loading. Backing is of all-fiber construction. The discs are packaged in a box with the pull-drawer corrugated liner.

Want more information? Use coupon on this page and you'll get it!

236—Radiator Hose

A flexible, one-ply radiator hose with a high content of live rubber has been announced by Crown Products Co., Ralston, Neb.

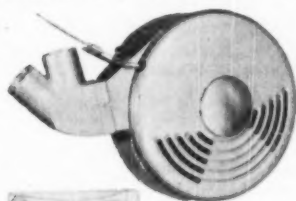
Five sizes, from 1" to 2", are said to give coverage of the passenger-car field because the pieces stretch to fit intermediate sizes. Red Flex-Hose, as it is called, is said by the manufacturer to be strengthened by continued immersion in boiling water.

Want more information? Use coupon on this page and you'll get it!

237—Car Heater

A hot-water heater for Chevrolet cars, trucks and station wagons and Pontiac cars and station wagons is now being produced by E. A. Laboratories, Inc., Myrtle Ave. & Spencer St., Brooklyn 5, N. Y.

Circular in design, the heater has a custom control panel that regulates de-

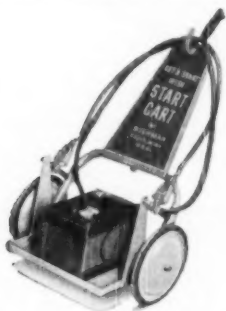


froster, temperature and motor speed, the manufacturer said. Extra-heavy-duty, 11-section motor activates multi-blade fan of the unit. Core is 100 per cent brass and copper, a company announcement stated.

Want more information? Use coupon on page 92 and you'll get it!

238—Battery Cart

The Start Cart, a portable unit that holds one or two batteries for starting cars with low battery without pushing or towing, has been announced by



Bishman Manufacturing Co., Osseo, Minn.

The unit has long cables to reach all batteries and cable clips for quick attachment. Battery tray remains level whether cart is standing or moving. The unit is finished in red and white enamel to blend with other equipment in the service area.

Want more information? Use coupon on page 92 and you'll get it!

239—Door Pocket

The Look See pocket for car doors, made of transparent plastic with chrome-plated frame, has been announced by Peachtree Co., 933 W. Peachtree St., N. E., Atlanta, Ga.

It snaps into position between upholstery and window roller or door-



handle plate and is suitable for both front and rear doors. It is available with red, blue or green trim.

Want more information? Use coupon on page 92 and you'll get it!

240—Brake Bonder

A gas-fired Powerbonder has been added to the line of Grizzly Manufacturing Co., Paulding, Ohio.

The unit requires only an air line and a gas line for operation, the manufacturer stated. In locations where natural gas is not available, bottled gas can be used with the bonder, the manufacturer said.

Want more information? Use coupon on page 92 and you'll get it!

...noted for
Endurance

WATER WITH PLENTY OF "PUNCH"

The 300 pound stream of water delivered by Champion Car Washers packs a wallop that knocks dirt and grime for a loop! That means faster, easier, more thorough cleaning with *bigger profits per job!* Like all real Champions, this Car Washer is noted for endurance—ruggedly built for long years of trouble-free service! The powerful double acting cylinder has a replaceable brass shell, a stainless steel piston rod. It's self-lubricating, extra silent in operation with an automatic pressure control and unloader. Made in two sizes, 5 and 7 gallons of water per minute.

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AIR COMPRESSORS • AIR HOSE REELS • SERVICE TOWERS
WASHING GUNS • BLOW GUNS • PRESSURE GAUGES
CEILING SWIVELS • AIR HOSE • SAFETY VALVES

241—Bushing Expander

A bushing expander, featuring seven mandrels for bushings from $\frac{3}{4}$ " to $1\frac{1}{2}$ ", is now being marketed by Sunnen Products Co., St. Louis 17, Mo.

Designed for use with the company's honing machine, it is said to lock bushings firmly into rods, spindles and other parts. The expander is equipped with a facing cutter for facing off the ends of bushing after it has been expanded.

Want more information? Use coupon on page 92 and you'll get it!

242—Heavy-Duty Wrecker

Model 850 wrecker, said to have a



boom capacity of 15 tons and a pulling capacity of 35 tons, has been introduced by Ernest Holmes Co., Inc., 2505 E. 43rd St., Chattanooga 7, Tenn.

Booms are raised and lowered by power. The two service drums are in-

dependently power operated to work either forward or reverse by individual worm-gear mechanisms. Driving mechanism has two speeds for reeling in loose cable and for slow movement on heavy pulls. Outboard legs transfer most of the lifting strain from truck chassis to ground, a company announcement stated.

Want more information? Use coupon on page 92 and you'll get it!

243—Air-Line Gauge

Kit No. 4718K for converting air lines into gauging and inflating equipment has been announced by A. Schrader's Son Division, Scovill Manufacturing Co., Inc., 470 Vanderbilt Ave., Brooklyn 17, N. Y.

The kit contains a stainless-steel gauge clamp and two No. 5050 gauges.



One is clamped to the air line next to the chuck and the other is kept in reserve until needed, a company announcement stated.

Want more information? Use coupon on page 92 and you'll get it!

244—Flare-Nut Wrenches

Two flare-nut wrenches that increase the range of its line to $1\frac{1}{8}$ " have been introduced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The wrenches are made with hex openings to give better bite and pre-



vent turning the corners on soft brass found on copper lines. Drop-forged from high-alloy steel, they are heat treated and plated with chrome. No. CS-2428 is size $\frac{3}{4}$ "- $\frac{7}{8}$ ". No. CS-3236 is 1 "- $1\frac{1}{8}$ ".

Want more information? Use coupon on page 92 and you'll get it!

245—Breaker Plates

Five vacuum-operated breaker plates for replacement in ignition distributors have been added to the line of F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51, Ill.

Condensers are fully soldered, vacuum impregnated and hermetically sealed. Other Filko features found in the plates are: deep channel section, heavy-walled fiber bushing, reinforced interlocked arm and hydrogen-brazed tungsten.

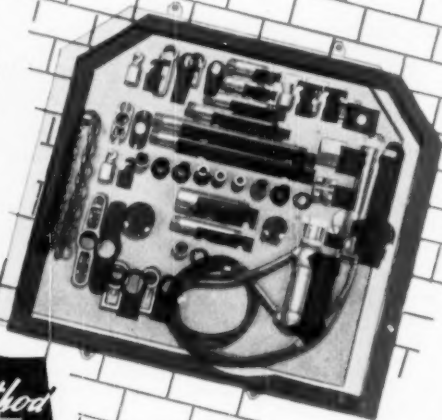
Want more information? Use coupon on page 92 and you'll get it!

MOST PROFIT

FROM 14 SQ. FT.
OF WALL SPACE
YOU'VE EVER
SEEN!

PORTER • FERGUSON

Hydro-Method
FOR AUTO BODY REPAIR



UNIT S

An ideal set of equipment for heavy body repair and light framework. Powered by 12½ ton push-pull jack and equipped with heavy-duty attachments.

Loaded with cost-saving equipment... that's this compact, space-saving P-F Shopboard Unit. Up out-of-the-way, yet right in the thick of every day's work. No loafers here... every single item pays for itself over and over again!

And that's why Porter-Ferguson Hydro-Method equipment produces bigger profits by slashing costs wherever it is used.

There is Porter-Ferguson equipment for every sized shop and for every body and fender job... and the complete line of Porter-Ferguson Body and Fender Tools... the "standard of the industry."

Write for catalog and arrange for a "traveling showroom" trailer visit from your nearest P-F representative.

EASTERN SUGGESTED USER'S NET

Unit S	Equipment Only	\$137.50
Unit S	Shop Board Only	27.00

WESTERN SUGGESTED USER'S NET

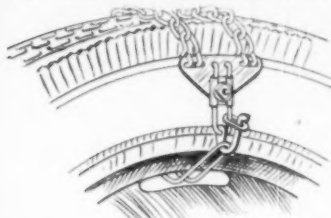
Unit S	Equipment Only	\$144.50
Unit S	Shop Board Only	27.00

H. K. PORTER, INC., Somerville 43, Mass.

Manufacturers of PORTER CUTTERS, PORTER PRUNERS, and PORTER-FERGUSON Auto Body and Fender Repair Tools

246—Tire Chains

All-steel tire chains that can be put on after initial adjustment without any tools have been announced by



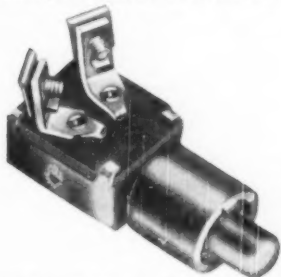
Kon-veen-yunt Chain Co., R. F. D. 9, Box 283-B, Richmond, Va.

The chains are put on with lock nuts and have no buckles or straps, a company announcement stated.

Want more information? Use coupon on page 92 and you'll get it!

247—Starter Switch

Starter switch No. 9099, for late model Chevrolets, Pontiacs and Oldsmobiles, has been added to the line of



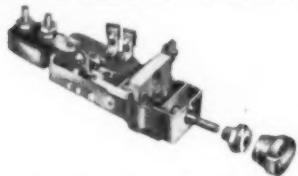
Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

Tongue on switch fits notch in dash. It has a 9/16" diameter female thread to fit existing male hollow nut.

Want more information? Use coupon on page 92 and you'll get it!

248—Head-Lamp Switch

A combination head-lamp and rheostat switch for use on recent Chevrolet, Buick, Pontiac and International Harvester models has been announced



by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

The unit comes complete with circuit breaker, mounting bushing and knob.

Want more information? Use coupon on page 92 and you'll get it!

249—Car Washer

An automatic car washer, featuring a swinging spray line that is said to reach all parts of the car, has been placed on the market by Phillips Pump & Tank Co., 1432 State Ave., Cincinnati 4, Ohio.



The Wavewash, as it is called, is attached to existing water lines and requires no booster pump if pressure is above 35 lbs., a company announce-

ment stated. The unit is portable. There are duplicate controls on both sides. A special detergent for use with the machine is available.

Want more information? Use coupon on page 92 and you'll get it!

250—Silicone Remover

A remover for the film left on cars by silicone polishes has been developed by Martin-Senour Co., 2520 S. Quarry St., Chicago 8, Ill. No. 6384, as it is identified, is used as the final cleansing step before refinishing, a company announcement stated. It is available in quarts and gallons.

Want more information? Use coupon on page 92 and you'll get it!

THE *Anthes* LINE SAFETY PAYS... on our busy highways!

ANTHES
MOTOFLAR



ANTHES
FOCOFLAR



AND ANTHES SAFETY EQUIPMENT PAYS IN
REPEAT BUSINESS AND PROFIT FOR YOU

YES, you can profit repeatedly with the complete line of Anthes Safety Equipment. Anthes can supply you with approved equipment, quality-built. The two units shown above are leaders in the oil and reflector flare fields. Write for Anthes catalog today.

ANTHES FORCE OILER CO. • FORT MADISON, IOWA

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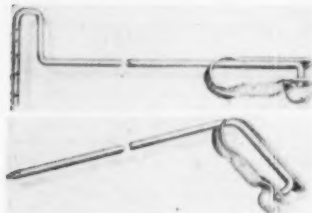
THE FIRST LINE OF SAFETY

... and proud to serve the safest
drivers on the road!



251—Radiator Gun

The radiator Blogun, designed to knock bugs, gravel and dirt out of radiators, has been introduced by Grayson



Tool Co., 1412 W. 2nd St., Hastings, Neb.

Air is controlled by a squeeze of the handle. Model 648, shown in top photo, has a 25" tube for getting down between fan and radiator. Model 647, lower photo, has a 19" tube and is recommended by the manufacturer for later models with high fenders and low-slung motors. Both are finished in bronze lacquer.

Want more information? Use coupon on page 92 and you'll get it!

252—Hold-Down

The Blue Streak Resistron battery hold-down, said to be resistant to corrosion from battery acid, has been in-

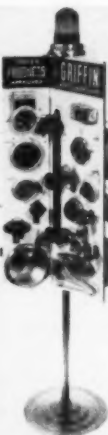


troduced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, New York.

Illustration shows the Resistron on the left and an ordinary hold-down on the right after both were immersed in battery acid for ten days. This corrosion-resistant quality results from the method of welding rubber around the metal, a company announcement stated. The hold-down is available in seven sizes to fit popular passenger cars.

Want more information? Use coupon on page 92 and you'll get it!

253—Lamp Display



A floor display, designed to carry popular items in its line of lamps, reflectors, mirrors and directional signals, is now available from Griffin Lamp Co., Hamilton, Ohio.

The stand revolves on a heavy iron base and has six panels for grouped product displays. The display is compact, having an over-all width of 16". Height of the merchandiser is 5' 6". At the top is the 360° blinker warning signal, one of the latest additions to the line. The arrangement of panels, shown in illustration, gives ample room for a good selling job on each product, the manufacturer stated.

Want more information? Use coupon on page 92 and you'll get it!

254—Rust Remover

Rid-O-Rust chemical rust remover, said to remove rust from metal surfaces when it is brushed on and wiped off, is now being produced by Tello Corp., 2731 S. Quinn St., Chicago 8, Ill.

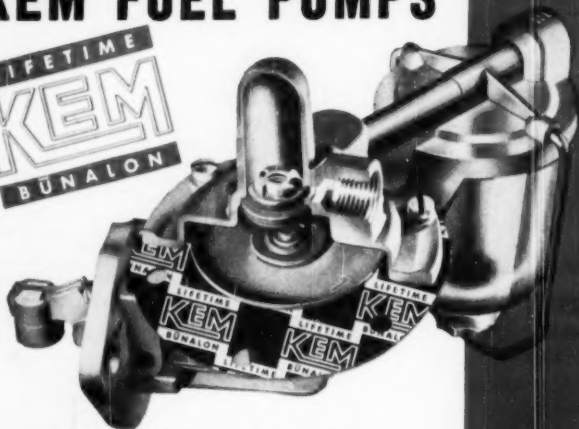
The chemical contains Sealax, a silicone-wax compound that is left on the surface to form a protective covering and help check further rusting. It contains no abrasives to harm chrome or paint finish, the manufacturer said.

Want more information? Use coupon on page 92 and you'll get it!

Lifetime BÜNALON

THE DIAPHRAGM THAT ADDS FAME TO

KEM FUEL PUMPS



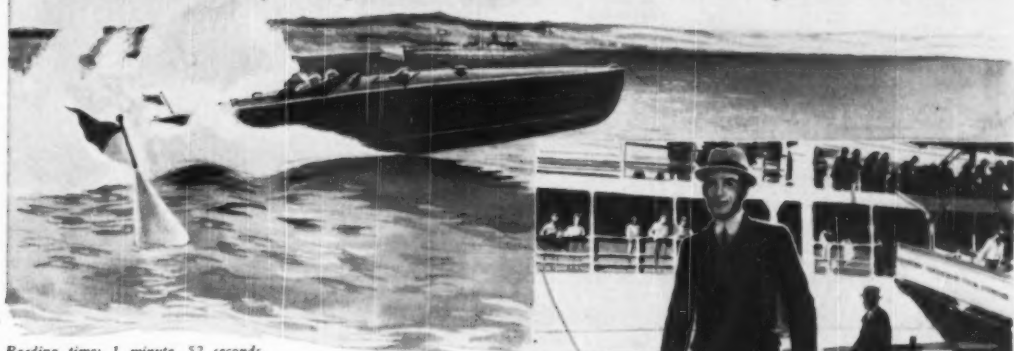
KEM adds fame to the finest Fuel Pump in the world . . . with the Lifetime Bünalon single layer diaphragm. This new Bünalon single layer eliminates destructive in-between multi-layer friction. It is coated with specially formulated Büna-N rubber which is highly resistant to practically every one of the most harmful materials that may be found in the fuel system. The Lifetime Bünalon diaphragm remains flexible under the most extreme motor conditions because it is fortified with specially woven nylon fabrics. An achievement in diaphragm construction. There is nothing finer than Lifetime Bünalon. Ask to see it!

- REPLACE • REPAIR
- REBUILD WITH KEM



KEM MANUFACTURING COMPANY, INC., FAIR LAWN, N. J.
FUEL PUMPS AND PARTS PREFITTED IGNITION PARTS

Ernie says "You must dig deep to Win"



Reading time: 1 minute, 52 seconds

"Most people think you just skim the surface in a boat race, but I've found you really must dig deep to win." Ernie's observation came at the end of a big international boat race in which his attention to details like valves and wiring and carburetors, had helped bring back a famous cup to his adopted land.

Ernie had trained himself in the art of digging deep long before that eventful day. His story started in Budapest, Hungary, as a boy on his own at 12 years of age. He was only 14 when he stood at the doors of a new and already great automobile factory. That day the machines shaping the shining pieces of steel, the hot smell of the cooling oils, the roar of the engines on their test blocks, lighted fires of desire that the years would never quench.



Some electrical background helped Ernie get a spot as an apprentice. It was long, hard work, but it left Ernie time to see and to think. He not only learned how, but he found out why. Cars of that day were mechanical puzzles. It took genius to put them together in the first place, and to keep them running after they were together. That kind of genius was suddenly needed a short time later to meet the demands for expert service in the United States, and the factory sent Ernie. They knew he would dig deep to give the needed service.

It is elementary, of course, that sound fundamentals pay off in any field. So when Ernie's careful attention to detail came to the notice of a famous sportsman whose hobby was racing motorboats, it wasn't long before his ability in tuning marine engines brought him world-wide recognition in this tough competition. And there came, too, acquaintanceship with some important business people; a combination which crystallized in 1924 into an interest in a retail automobile selling concern.

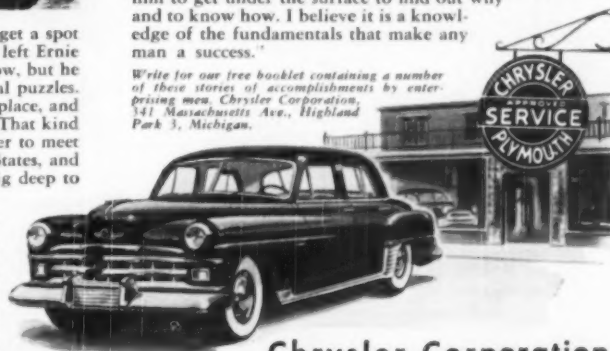
Again Ernie dug deep. This time, into such things as car selling, used-car merchandising, and service and repair. He was so successful that he now owns a prosperous Chrysler-Plymouth dealership. His sales, his profits, his place of leadership in his community and in the car retailing field attest to the soundness of his operation.



This aggressive merchant who at 12 was a homeless boy, predicts today even greater opportunities for men who will strive for achievement in the field of automotive transportation.

"My own boy is learning the business right here with me," Ernie will tell you. "And I am teaching him to get under the surface to find out why and to know how. I believe it is a knowledge of the fundamentals that make any man a success."

Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 141 Massachusetts Ave., Highland Park 3, Michigan.



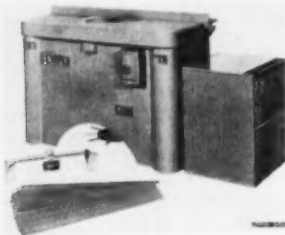
Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value

255—Dry Grinder

A dry surface grinder with improved dust-control features has been placed on the market by Lemco Products,



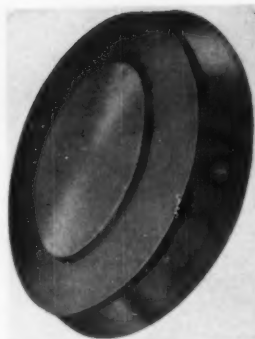
Inc., Bedford, Ohio.

The grinder combines air suction, fiber glass air filter and continuous waterfall flushing system to filter air. Steel table top can be set or tilted at a slight angle to grinding wheel. Wheel has 14" outside diameter and is powered by a 3-h.p. motor. Air suction is generated by high-speed propeller-type fan.

Want more information? Use coupon on page 92 and you'll get it!

256—Cylinder Cup

A rubber wheel-cylinder cup with an expanding, self-sealing rim has been announced by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.



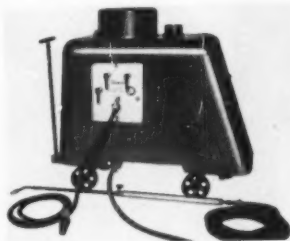
The cup may be used on cylinders honed to .020" oversize, the manufacturer said. When cup is installed in the cylinder, brake-fluid pressure forces the "button" portion of the disc into the "bottom" of the cup. This compression of the center crowds the heel of the rim against the piston, expands the disc outward, tilts the taper of the rim to a sharper angle and increases the diameter of the cup at lip.

Want more information? Use coupon on page 92 and you'll get it!

257—Steam Cleaner

Model JO Hypressure Jenny with built-in Steam Thoro-Purge, said to reverse flush complete cooling systems in one operation, has been added to the line of Hypressure Jenny Division, Homestead Valve Manufacturing Co., P. O. Box 843, Coraopolis, Pa.

The unit is oil fired and driven by an electric motor, operating at 80 to



120 lbs. pressure. It has a capacity of 90 gallons of water an hour. The cooling-system cleaner uses heat, chemical temperature changes and air blast to remove grease, sludge, etc.

Want more information? Use coupon on page 92 and you'll get it!

258—Wheel Weights

K and L rim flange-type wheel weights have been added to the line of



Mid-Western Auto Parts, 824 E. Elm St., Kokomo, Ind.

Want more information? Use coupon on page 92 and you'll get it!

2 ...GREAT NEW WAYS! TWO EXTRA PROFITS!

1.

SILVER VOGUE

ZIP-ON ARM-REST COVERS

Every car, old or new, needs a pair of these beautifying ZIP-ON Arm Rest Covers! Quality crafted of heavy-weight Vinyl Plastic with easy-to-attach-zipper that assures a snug, trim fit. Attractively merchandised with self-selling counter and window displays. Packaged in pairs in a window carton that catches the eye and makes sales for you.

No tacking! No nailing! Simply remove arm rest from door — ZIP ON the cover and replace.

In 5 car interior colors: Blue, Brown, Green, Gray and Maroon — in sizes to fit all cars.

Retail \$2.75 per pair

NOTE: Dress up used cars with SHAP-ON PLASTYLE ARM REST COVERS. They snap on in a jiffy without removing arm rest from door. Fit 90% of all cars. Retail \$1.39 per pair.

ELIMINATES ELECTRIC SHOCK

2.

SILVER VOGUE

STATIC ELIMINATORS



Silver Vogue Static Eliminators do away with electric shock caused by plastic seat covers, tires and many other static build-ups occurring in warm or cold weather. Annoying static often causes shock and interferes with auto radio reception. The new improved Silver Vogue Static Eliminators are easily attached with a single bolt. Replaces the clumsy, noisy chains now in use on many commercial vehicles. A fast easy seller to car and truck owners. Packed 24 to a self-demonstrating counter display that clinches the sale for you. Size 1" x 1 1/2".



Easily attached to a fender or body bolt.

50c Retail

SPECIALIZING IN
CUSTOM TAILORED SEAT COVERS
for over a quarter of a century
48 HOURS SERVICE
Send for swatch book of woven LUMITE patterns
exclusive with Silver Vogue

Order direct
or thru your jobber

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Meet the New Year Face to Face
with a Sure Start Toward
BIGGER PROFITS



HOUDAILLE* is your answer to the business increase you want — to make '51 your biggest year.

If you're selling Houdailles already, you know the profit they yield—better than \$12.00 an hour for the time it takes to install them. You don't need to be told that a *little extra push* will yield a *big extra profit*.

If you're not selling Houdailles, investigate this outstanding opportunity for new business. Look into the market. You'll find 8 out of 10 cars need new shock absorbers. Check the broad coverage a small investment in Houdaille gives. Learn how easy it is to sell Houdailles—how quickly they can be installed without special tools, equipment or training. They're the new line you've been looking for to give a new lift to your business.

The complete Houdaille profit story is yours for the asking. Phone your distributor or write us.



HOUDAILLE

Rotary SHOCK ABSORBERS Brand NEW — NOT Rebuilt, original equipment units for more than 7,500,000 Fords, Mercurys, Lincolns and Studebakers now on the road. You can service these cars satisfactorily only with Houdaille Rotaries.

HOUDAILLE

Direct-Action SHOCK ABSORBERS For the service needs of virtually all cars originally equipped with shocks of this type. That's a market of more than 15,000,000 additional cars best served for a better ride for more miles with Houdaille Direct-Actions.

**See Houdaille
every time*

HOUDAILLE-HERSHEY CORPORATION

HOUDAILLE ENGINEERING DIVISION
BUFFALO 11, NEW YORK

America's Pioneer Builder of Hydraulic Shock Absorbers

Parts Scarcity Survey (Continued from page 31)

erally difficult to obtain. Several firms mentioned that parts for older models were the biggest problem.

What are they doing about shortages?

"Nothing much except gripe," one Tennessean reported. Others were trying to build up inventories and balance them better, do more rebuilding and less replacing, and to order from more

sources of supply.

"We are improvising as much as possible, repairing where no new parts are available," one Georgia dealer reported. "The situation seems not to be getting worse at present but it could get worse if war situation does."

Other typical comments follow:

W. O. Onley, Sr., Onley's Garage, Inc., Columbia, S. C.—"Mufflers, tailpipes and master brake cylinders are short. For the last three months the situation has been about the same. We are

buying from all parts houses to try to take care of the situation. At present we have no jobs held up because parts are not available."

H. G. Loftin, Loftin Motor Co., Inc. (Ford), Beaufort, N. C.—"We have had no acute shortages. Plenty of parts are available at this time."

J. R. Wilson, Wilson Garage, Greenville, Miss.—"Mufflers, tailpipes, copper tubing and gaskets are short. Situation getting worse. We are building up inventory. Work now tied up for lack of parts estimated at \$300."

Claud C. Haisley, Claud Haisley Motor Co. (DeSoto-Plymouth), Taft, Texas—"Some ignition parts and some others short. Situation is getting better in some lines, worse in others. We are ordering from an increased number of wholesalers. No work tied up at present."

Harold Oliver, Oliver's Garage, Huntsville, Mo.—"We have had very little trouble getting parts on the popular makes. For the older models the salvage yards usually fix you up."

W. L. Cowan, Ray Auto Co. (Ford), Huntsville, Ala.—"Tailpipes, cylinder sleeves, overhaul gasket sets, drag links and many, many more parts short. Situation getting worse. Jobs estimated at \$87.42 tied up."

W. N. O'Bannon, O'Bannon Chevrolet Co. (Chevrolet), New Madrid, Mo.—"We have had some shortage of brake shoes and a few transmission parts but have been able to obtain them through our jobbers. Engine block assemblies are short at this time. There has been no work tied up in our shop for over 24 hours for lack of parts."

George D. Crane, Montverde Garage, Montverde, Fla.—"The only thing so far is parts for older model cars and we tell people they'll just have to keep up with the times and buy a later model. It is almost impossible to get parts for some cars over ten years old. But we think anything ten years old should be off the highways anyway. We tell our customers that after ten years they are just a bill of expense and they seem to be finding it out."

Alfred Ellerman, Ellerman Motor Co. (Pontiac), Fayette, Mo.—"We can buy anything we want in any amount."

E. S. Kimbrough, Loyal Motor Co. (Ford), Georgetown, S. C.—



CONFIDENCE AT THE WHEEL

SAFRYD

click! it's on—
and your family's safe



THIS HIGH PROFIT ITEM

sells on sight!

SAFRYD sells itself because every motorist knows he needs it. These attractive new safety chains provide sure, visible protection against accidents. Tots can't unsnap them, but you can in an instant!

You can be sure of a fine profit on a fast selling item when you start displaying SAFRYD safety chains to your customers. They're quickly installed, cadmium-unichrome plated for enduring, tarnish-free finish. Most motorists want four!

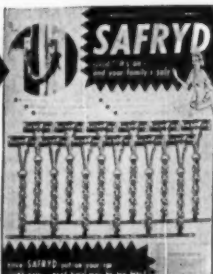
place a trial order and watch 'em move!



THIS handsome 11 x 14 display card holds one dozen SAFRYD chains, mounting screws and quick installation instructions. Order trial cards from your jobber TODAY. Put one out and watch SAFRYD sell on sight!

JARRELL  PLYBON

PRODUCTS, INC.
Backed by 50 Years of Manufacturing Know-How
1200 South Mint St., P. O. Box 2154, Charlotte, N. C.

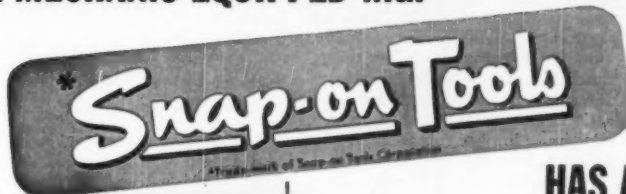


LOOK HOW
Snap-on
ROLLA-BENCH
Sells
Service
at IDLE MOTORS, INC.
RIVER GROVE, ILL.



William J. Mayer, Idle Motors
Service Manager says:

"A MECHANIC EQUIPPED with



HAS A BETTER CHANCE!"



For 30 years, Snap-on's Direct-to-User tool service has proved to be "The Time-Saving Way to buy Time-Saving Tools."



... "because," continues Mr. Mayer, "we know he takes pride in owning tools of quality, and he is the type of man we want. We have found that the Snap-on Rolla-Bench saves our men time on each job. A good mechanic can be judged by his tools and tool cabinet."

These pictures of the magnificent, new quarters of Chrysler - Plymouth IDLE MOTORS, room for 40 cars, carry Mr. Mayer's thoughts further than "judging a good mechanic by his tools and cabinet."

Here is service displayed with showroom importance — spotlighted so CUSTOMERS, too, say, "Here are good mechanics — here are folks to keep me on the road!"

No matter how small the shop, it's always big enough for the best ad for service that anyone can buy — modern Snap-on Tools in a striking-looking Snap-on Rolla-Bench!

Figure it out with your Snap-on man. Branch sales offices in 41 principal cities.

SNAP-ON TOOLS CORPORATION
8052-L 28th Ave., Kenosha, Wis.

Write for 104-page Catalog

"Mufflers and exhaust parts short. Situation is being relieved as supply permits. Using parts bought from jobbers. No work tied up."

Gene McDonald, Sandhill Garage, Southern Pines, N. C.—"So far we haven't noticed any shortages."

L. H. Harville, president, Harville Motor Co., Inc. (Nash, White Truck), Danville, Va.—"Practically all truck parts are short. Situation getting worse. We are trying to increase our inventory with very little success. We have about \$10,000 in emergency back orders at this time."

G. Earl Robbins, Robbins Motor Co. (Ford), Marlow, Okla.—"Universal joints are short. We are ordering from independent wholesalers. No work tied up."

B. G. Mitchell, Mitchell's Garage, New Orleans, La.—"No acute shortages."

Royce Fowler, Harry Madison Garage, Memphis, Tenn.—"Chrome strips, mufflers, tailpipes, heater replacement parts and odds and ends for prewar models are short. Situation getting worse. Doing nothing much about it except gripe. Jobs estimated at \$400 tied up."

Ray McReynolds, Spencer Motors (DeSoto-Plymouth), San Antonio, Texas—"We keep a very accurate inventory and we stock slow-moving parts to the extent of 90 days prior sales. On all fast-moving parts we increased our inventory last June to the extent of six months from sales. Up to now we have been able to supply any stockable items. So far, due to our accurate inventory control, our stock has been replenished before it became exhausted."

Jules Fryoux, Fryoux's Garage, Baton Rouge, La.—"No acute shortages."

Walter Sellers, L. L. Barnes Chevrolet, Anderson, Mo.—"Tailpipes, mufflers and sheet metal short. Situation getting worse. Buying from any source possible. No jobs tied up."

Ralph M. Ervin, Ervin Motor Co. (Kaiser-Frazer), Morgantown, W. Va.—"Front-end parts and head gaskets short. In our case situation getting worse. At present we are doing nothing about it with the exception of buying wherever we can. No jobs tied up."

Westside Garage, Kansas City, Kan.—"Supply is adequate at the

present time."

Robert S. Tennant, Witt Motors (Nash), Amarillo, Texas—"Water-pump repair kits, steering-assembly parts and all chrome parts short. Situation getting constantly worse. We are attempting to rebuild or repair old parts to get by until back orders are shipped. No work tied up yet; how soon we don't know."

C. L. Roberson, Robbie's Auto Service, Brunswick, Ga.—"Copper tubing and all lines of gaskets short. Situation getting worse. Talking with my jobber about taking care of situation. No jobs tied up."

A. T. Owings, Pickens County Auto Co. (Ford), Carrollton, Ala.—"Sheet metal short. Situation getting worse. Repairing old parts when possible. Jobs tied up estimated at \$400."

J. Paul Tribles, manager, Bendall Pontiac, Alexandria, Va.—"We recognize that sheet-metal parts will be harder to get in the future so we are stocking more fenders, quarter panels and chassis parts in anticipation of this shortage. Currently we are not in distress and have no work tied up."

E. C. Hunt, Ed Hunt, Inc. (Ford), Eldon, Mo.—"Metal parts are short. Situation getting much worse. We are buying from salvage companies. Jobs tied up estimated at \$800. Don't worry; soon everything will be under controls with more planned economy by new and fair deals."

I. S. Davidson, parts manager, Kirksey Motor Co. (DeSoto-Plymouth), Birmingham, Ala.—"Rear springs (covered), sheet metal, some types of engine bearings and some models of crankshafts. Situation getting worse. We are repairing rather than replacing and checking all suppliers of merchandise. Jobs tied up estimated at \$495."

J. D. Lewis, Surry Sales Co. (Chevrolet-Oldsmobile), Mt. Airy, N. C.—"Sheet metal, fenders, mouldings and grilles are short. Situation getting worse. We are repairing instead of replacing where possible. Jobs tied up estimated at \$1,500."

J. H. Ballentine, Hampton Motor Service, Sumter, S. C.—"Mufflers, tailpipes, carburetors, front-end parts and gaskets short. Situation getting no worse at present. We are trying to conserve. No jobs tied up."

Hamrick Motor Co. (Ford),

Greenwood, Miss.—"Sheet-metal parts scarce. As a whole, we are getting pretty well what we order, with the exception of sheet-metal parts. The situation is getting worse. To take care of the situation, we bought heavily in August and September, and are continuing to order and re-order. About \$750 in jobs held up in our shop for lack of parts."

Chevrolet Changes Brake

(Continued from page 35)

Brake shoes are freely connected at the bottom by the adjusting link. Friction force applied to the primary shoe is thus transmitted to the secondary shoe through the link. Effectiveness of the secondary shoe is nearly doubled, company engineers said.

Minor brake adjustment is similar to that on previous models. A small cover plate is pried from the back of the flange plate, exposing a hole through which a flat blade is inserted to turn the adjusting screw. To compensate for facing wear, the link between the brake shoes is lengthened by turning the adjusting screw.

The 1951 models have two valve-in-head engines. The standard engine develops 92 horsepower, while the optional power plant, available with the Powerglide automatic transmission, develops 105 horsepower.

Ernest Price Heads Dealers at Miami

ERNEST E. Price of Hudson Price Motors, Inc., was recently elected president of the Miami, Fla., Automobile Dealers Association. Jack Zeder of Monroe-Zeder, Inc., is vice-president and Frank Edelen of Ungar-Buick Co. is treasurer.

Directors include: Robert W. Pierce, Ben McGahey, Marion Ross and Donald Neese.

Frey Heads DeVilbiss Sales Promotion

EMIL F. Frey is now director of sales promotion and advertising for The DeVilbiss Co., Toledo, Ohio. With the firm for 34 years, Frey formerly was assistant sales manager.

Appointment of Henry M. Kidd, former assistant sales manager, as sales manager of the spray-equipment department was also announced by Roy A. Guyer.

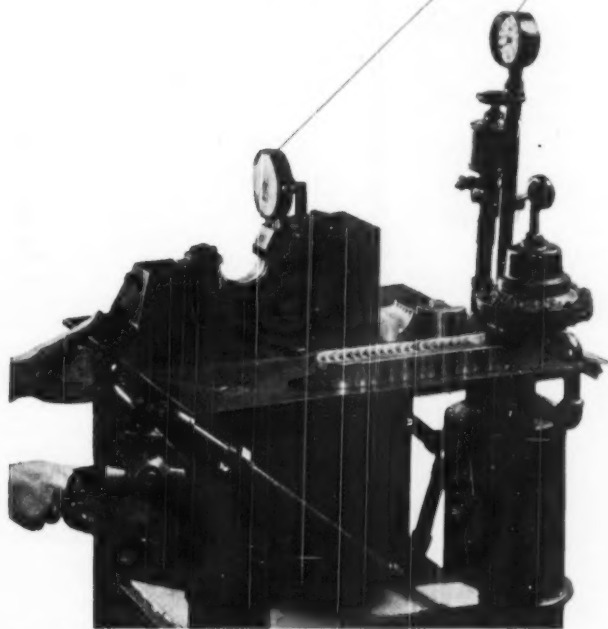
tolerance—zero!

It is hard to imagine parts between which there is no dimensional tolerance.

Yet, that is the "fit" we demand at the parting-line of Michigan Hi-Therm Engine Bearings. The two bearing halves must match perfectly at every point—with tolerance zero!

The result is long, trouble-free performance with highest operating efficiency. That's why service managers report customers stay sold with Michigan Hi-Therm Bearings.

Chances are that you are enjoying the benefits of this engineering perfection in the car you're driving today! Because Michigan Hi-Therm Engine Bearings are the same bearings used for over 25 years as original equipment in millions of the nation's finest automobiles.



the name to remember

↓
michigan
Hi-Therm
engine bearings



DETROIT ALUMINUM AND BRASS CORPORATION • DETROIT 11, MICHIGAN
Manufacturers of Original Equipment Engine Bearings for 25 Years

Jobber News

(Continued from page 47)

ciated Automotive Wholesalers of New Orleans at a recent meeting attacked the problem of the jobbers' 'white elephant,' the automotive machine shop, and made recommendations on how to get this essential department out of the red and back on a profitable basis," Archie B. Kiefer, chairman of publicity, reported.

Leonard Connott of Piston Ring Service, New Orleans, was chair-

man of the committee that sponsored the meeting. R. E. Zerlin is president of the association.

Fifteen Southerners Join NSPA Roster

FIFTEEN southern firms were among the 43 recently added to the membership of National Standard Parts Association, J. L. Wiggins, executive vice-president, announced. Membership is now at an all-time high.

The southern firms include:

Auto Parts & Machine Co., Inc., Washington, D. C.; Barnes Auto Parts, Hutchinson, Kan.; Howard Campbell Co., San Antonio, Texas; Cottle's Auto Supply, Tallahassee, Ala.; Georgia Tire & Rubber Co., Inc., Athens, Ga.; Harrison Motor Supply, Montgomery, Ala.; Heath Motor & Supply Co., Panama City, Fla.; Jones Automotive Co., Greensboro, N. C.; Lacy Auto Supply Co., Topeka, Kan.; Norton Auto Parts, Inc., Norton, Va.; Spartan Automotive, Inc., Spartanburg, S. C.; Standard Parts, Inc., Atlanta, Ga.; Tallahassee Auto Parts Co., Tallahassee, Fla.; Tennessee Mill & Mine Supply Co., Knoxville, Tenn., and Virginia Automotive & Electric Co., Ashland, Va.

DO-RAY

DO-RAY'S extensive line (one of the largest in the market) is your best opportunity to develop sales and profit in Safety Lighting & Reflecting Equipment.



No. 70—Giant Lite Dia. 7-5/16". Body bracket allows four mounting positions. No. 71—Flush mounting type.



No. 415—Armored Clearance Lamp with heavy metal guard; center bar for additional strength. Silver-like lustre finish.



No. 69—Giant Twin Lite for snow plows, police, fire, state patrol cars and trucks, emergency and 'wrecker' vehicles.



No. 44S—4" Stop Lamp with universal hinge bracket for easy mounting. Body & door chrome.



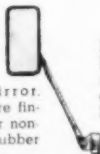
No. 1352T—Stop and Tail Lamp. Two-bolt mounting for Chevrolet trucks 1942-1950. All black enamel finish.



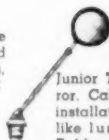
No. 167—Nu-Ray All-Glass Universal Stop & Tail Lamp — meets class "B" reflex requirements in all states.



No. 419—Dome or Side Lamp with enclosed switch. For cars, trucks, and buses. 21 C.P., S.C. bulb. Full chrome.



No. 1362 B Do-Ray Super Sturdy-Bilt Truck Mirror. Silver-like lustre finish. In clear or non-glare glass. Rubber bumper guard.



No. 1319 Do-Ray Universal Junior Truck Mirror. Cab or hinge installation. Silver-like lustre finish. Rubber guard.

See DO-RAY'S superior line of directional signals for cars and trucks. Also conversion kits for cars back to 1939 and some earlier models.

Write for new, complete DO-RAY catalog.

DO-RAY LAMP CO.

1458-44 S. MICHIGAN AVENUE
CHICAGO 5, ILLINOIS • U.S.A.

Koochook Co. Brings Out Machine-Shop Catalog

A MACHINE-SHOP service catalog on the ten major work categories performed in its shop has been issued by the Koochook Co., Inc., 3141 Locust St., St. Louis, Mo.

In addition, 38 individual operations are listed. All operations show a list and a net price and some show in and out-of-shop prices, President William M. Hudgins said.

L. U. Thompson Dies At Hattiesburg

LOUIS U. Thompson, Sr., owner of Thompson Auto Supply Co., Hattiesburg, Miss., died last month after a short illness.

A native of Hattiesburg, Thompson was a partner in M. R. Adams Auto Parts Co. of Meridian for a number of years. He bought out his partner's interest in the Hattiesburg branch of the company in 1943 and changed the name at that time.

Merit Names Tire Rebuilders

Tire Rebuilders Supply, Inc., Winston-Salem, N. C., has been appointed southeastern representative for Merit Products, Inc., Culver City, Calif., manufacturer of Sand-O-Flex sanding wheels.

"Conditions in our territory are good but are slowing up some," F. L. Chamberlain, manager of the automotive department of C. D. Franke & Co., Inc., Charleston, S. C., reported last month.

OLDSMOBILE'S "ROCKET"

**IS MAKING
MOTOR CAR
HISTORY!**

Olds Sales Climb

In First O.M. Month

40 Percent
Through

Oldsmobile months of 1950 compared to a year, vice president and general manager reported that cars last month 287,014 through 311,314 cars were

**OLDSMOBILE NEEDS PUBLIC DEMAND;
WILL BUILD "ROCKETS" EXCLUSIVELY**

**RECORD SALES YEAR
AT OLDSMOBILE**

S. E. Skinner Says 1950
Will Be Greatest in the
History of the Division

Production Is Concentrated
High-Compression Engine
"Rocket" Sales Soar

**OLDSMOBILE LAUNCHES
LARGE-SCALE PLANT
EXPANSION PROGRAM**

**Oldsmobile Fleet
Rockets Ahead To
New Heights**

Making a bold and brilliant bid for
another record-breaking year

**OLDS "ROCKET 88" WINS
GRUELING MEXICAN RACE**

High-compression "Rocket"
Engine Proves Durability
2178-mile Pan-Am.

The Oldsmobile "Rocket" performed 131 other cars wide Pan-American Road A Portland, Oregon, the winner in the gruelling run over the early car America highway 131, but only finished. The last only finished. The last only finished. The last only finished.

**DEMAND HIGH
FOR "ROCKETS"**

LANING, April 1.—Continuing the spring selling pace that has magnified 1950 Oldsmobile 6,632 cars, more in the first four months than in the first four months of 1949.

**OLDSMOBILE "ROCKET"
PRODUCTION PASSES
HALF MILLION MARK**

Demand Continues to Grow
As Plant Goes All-out on
"Rocket" Manufacture

a 64 per cent gain over 1949. April production, 1,400 cars, is concentrated in the 8-cylinder "Rocket" engine—1,400 cars. Demand for this model was given as the reason.



**AND OLDSMOBILE DEALERS
ARE MAKING SALES HISTORY!**

Rocketing ahead . . . together! Oldsmobile's record-breaking "Rocket" Engine and Oldsmobile's aggressive sales organization are both writing a new chapter in automotive history! Now, more than half a million "Rockets" are on the road—a new high in high-compression popularity! And Oldsmobile dealers everywhere are shattering long-standing sales marks—headed straight for the greatest selling year they've ever enjoyed!

"88"



Oldsmobile Hydra-Matic Drive optional at extra cost on all models.

A GENERAL MOTORS VALUE

Here's How Factories Can Help Improve Field Work

By VERNON KLEIER

General Manager, Jarvis Auto Supply Co.
Winfield, Kansas



Vernon Kleier is immediate past president of the Southwestern Automotive Wholesalers Association. These excerpts are from an address prepared for delivery before the manufacturers' section at the convention of National Standard Parts Association at Chicago earlier this month.

THE subject of factory field work is one upon which most of us wholesalers have at one time or another expressed our views rather pointedly . . .

Before I begin to pass on to you all the gripes and complaints that I have listed here, let me say to you that all field men are not as bad as I might imply. On the contrary, there seems to have been a definite improvement in the past two years . . .

We operate jobbing places in small southern Kansas and northern Oklahoma towns. We are of the opinion that it takes a different type of field man in a small western territory than it does in metropolitan cities. For instance, a man who has lived most of his life and received his training in the New York area may find it difficult to make a convincing presentation to a country garage in the Midwest.

I am sure I speak for almost all jobbers in saying we have never felt that we wanted the manufacturer to do our selling for us. But it would be most helpful if they could spend some time in the field with our men from the standpoint of educating them on the line.

One of the basic jobs of a field man is to teach and in order to teach, said field man should know more than the jobber salesman . . .

If at all possible, he should get acquainted and sell himself to the jobber salesman. He should ask for and receive a briefing as to the type of accounts and territory they intend calling on this particular time . . .

The field man should have with him or should have shipped ahead all the sales and demonstration material he will need for the trip. He should find out if the jobber salesmen have current catalog and price information.

Between calls he should analyze with the jobber salesman the call just completed and make plans for the next . . .

The field man should be thoroughly trained at the factory. He

should be trained not only in sales but should be trained along all lines that might confront him in the field . . .

A field man should be a young man. By this I mean a man between the ages of 30 to 50. It occurs to me the average man under 30 is not quite mature enough to work with so many different types of jobber men. The man over 50 is usually not flexible enough to adapt himself to conditions that are sure to make appearance in the field.

So many field men do not have their work or teaching planned . . .

Many field men fail to properly demonstrate and explain the use of the product. Demonstration of the product should not be too technical or too general. In either extreme they fail to equip the jobber salesman to do an effective selling job . . .

Product Information Not Enough

Product information alone is not enough. Manufacturers' field men have not done their job unless they supply such information as:

1. Where to look for customers.
2. What is potential market in territory covered by jobber salesman?
3. How does product compare with competition? . . .

Often we get the field man who can tell our men only how much business some other jobber salesman is doing on his particular line, and all the time we know this particular hot-shot works a territory that is not at all the same type as ours . . .

Does the field man have any good, sound original ideas on how to make the public demand his product? He recites a long list of merchandising orders which are provided by his factory, but does he illustrate how each may be used effectively? Does he analyze the local market? . . .

Our pet gripe is the field man who is hired to ride with jobber salesmen because competition supplies such a man. This man

can't be a high-salaried man because usually a part or all of his salary must be paid by regular territory salesman or the district manager. And from what I have been told, neither man's commission is enough to warrant a good field man . . .

The best field work we have received has been done either by regular sales representatives, who are usually zone or district managers, or by a special representative who is factory-trained and is controlled by and directly responsible to his company sales manager. The reasons for the success of these two types are fairly obvious. The sales representative is usually a very competent man or he would not have been in this position. Also, his personal income is directly affected by the work he does, both present and future. Unfortunately this man has a large territory and is seldom available for field work.

The special representative, sometimes called field engineer, does good work because he has been well chosen, well trained and knows that he must produce to the satisfaction of his sales manager or his connection will be of short duration.

Up to this point I have mentioned only the field man and his various performances. His time is lost unless he has 100 per cent cooperation from the jobber. On many occasions we have sent well-qualified men of proven ability and still obtain poor results. This is a direct reflection on the jobber because it indicates a lack



CARB MASTER has been in the Rust Master act only a short time—but already it's a star performer. *Faster* acting and *surer* curing than anything ever before made for the purpose, CARB MASTER—

CLEANS CARBURETORS without removing from the engine! It penetrates grease, carbon-gum right down to the bare metal . . . leaves carburetor operating at peak efficiency.

EXCELLENT AND SPEEDY BENCH CLEANER
Requires no prolonged soaking or hard

scrubbing. Its powerful action leaves metal parts slick as a whistle—f-a-s-t!

CLEANS AND CONDITIONS FUEL LINES One pint in the gas tank every 2000 miles dissolves carbon-sludge and gum . . . absorbs moisture . . . prevents gas-line freeze-ups. Results in powerful engine performance.

Get in the act! Let CARB MASTER show you the way to bigger profits. Just tell your customers how well it does what it does so quickly.



**NO FUSS . . . NO MUSS
JUST POUR . . . NO MORE**



PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

of cooperation . . .

If jobber salesmen and field men do not work as a team, there can be nothing gained and it is a loss of time and money for both jobber and manufacturer . . .

Federal-Mogul Opens Branch at Miami

FEDERAL-MOGUL Service opened a branch at Miami, Fla., Dec. 1—the eighth branch to be opened in the Southeast, District Manager Harry F. Gee announced.

W. C. "Bill" Buckhalt, formerly of Atlanta office, is in charge of the new warehouse, situated at 10 N.W. 32nd Street.

Virgil Moss is now territory salesman for Farmington Auto Supply Co., Farmington, Mo. He has been in the parts business in the section for five years.

Allied Auto Parts Co., Inc., Mobile, Ala., has added a complete machine shop to its facilities. J. M. Ellis is shop foreman.

"We recently added Sealed Power piston rings to our lines," Manager Don E. Sanders of Farmington Auto Supply Co., Farmington, Mo., reported.

Joe Ed Mackie has been added to the counter force of Cornelius Motor Supply, Pampa, Texas.

Paul McKee has been named manager of the Indianola branch of D & N Auto Parts Co., Greenwood, Miss. Vance Williams is on the counter at that branch.

It was a big time in "ole Virginny" last month when members of Automotive Booster Club B-35 and jobbers held their annual get-together in Richmond. The photograph below gives an idea of what it looks like when approximately 500 jobbers, jobber salesmen and Boosters assemble, many of them from other states. New officers of B-35 appear in the other photo

Manufacturers Lease Space Ready for Southwest Show

MORE than 150 manufacturers have leased all space available at present for the 1951 Southwest Automotive Show at the Municipal Auditorium, Oklahoma City, April 26-27. Negotiations are under way for an additional exhibit hall in the show building that would provide 40 booths.

Drawing for booth numbers will be held January 26 in the show building.

Applications of sponsoring jobbers are far ahead of last year, Show Manager D. A. Johnson reported. Already 180 parent jobbing organizations have signed up and it is expected that there will be 250 by show time.

In addition to southwestern jobbers, about 150 from Missouri, Kansas and Nebraska have been invited to sponsor the ninth annual show. Since the spring meeting of the Southwestern Automotive Wholesalers Association has been set for Oklahoma City two days before the show, it is expected that many of these jobbers will sponsor and attend the show.

Only exhibiting manufacturers and sponsoring jobbers will be admitted to the show between 10 a.m. and 2 p.m. on the first three days of the show. This time will be used for scheduled sales conferences.

From 2 p.m. to 9 p.m. on the first three days and from 10 a.m.

until 6 p.m. on Sunday, the closing day, the show will be open to all who are connected with the automotive service industry. Every effort will be made to get the retailer and fleet owner to attend and become more familiar with products exhibited, Johnson said. Household gifts will be given away every two hours during the open periods of the show to stimulate this particular type of attendance.

W. H. Vick of Oklahoma City Hardware Co. is president of the show. Ben Wright of American Electric Ignition Co., Oklahoma City, is chairman of the show committee.

Garrett Joins Ashby In Dallas Company

T. C. "BUDDY" Garrett, manager of the automotive department of The Schoellkopf Co., on Jan. 1 will become a partner of Joe Ashby in a firm to be known as Ashby and Garrett. Ashby has for eight years operated the Ashby Auto Supply at 2501 Live Oak.

Garrett is immediate past president of the Automotive Wholesalers of Texas. He was formerly a member of The Auto Parts Co., Dallas, selling that interest to join Schoellkopf several years ago.

Schoellkopf has not yet announced his successor.

(l. to r.): James W. Rankin, president; John J. Balogh and George C. Valentine, vice-presidents; Harry F. Christian, secretary, and Robert H. Clark, treasurer. Pat Gannon, retiring president, introduced the principal speaker, W. E. Imhoff, sales manager of McCord Corp. Joe H. Burton of B-35 snapped these views at the John Marshall Hotel.





THIS DIMMER SWITCH DOESN'T NEED GALOSHES

Down below the floor boards where dimmer switches sit, they take frequent duckings in mud puddles and slush. For some switches, this kind of exposure is like flirting with the angels—but the Blue Streak dimmer switch takes it in its stride.

Sealed clam-tight against water and moisture, there isn't much in the way of ordinary day-in, day-out

service that can rattle this fellow. The fact is, in a laboratory test, it stood up for what amounts to 14 years of constant service. That's one long useful life for a dimmer switch. Naturally, this Blue Streak switch built for such hard wear costs a bit more, but it's worth a lot more to your reputation. Call your jobber for a supply the next time you order.

better your business...buy Blue Streak

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK

Ada Auto Supply Opens Handsome Building

ADA Auto Supply, Ada, Okla., has moved into a new building with 14,000 square feet of floor space and a fully-equipped machine shop. Around 4,000 people inspected the facilities during the two-day formal opening.

The company was founded in 1939 with three employees by Bobby Thompson. W. W. Wooley is now a partner.

More than 50 manufacturers' representatives were present for the opening. Thompson and Wooley reported, and many Boosters took an active part in the opening.



Shown at the opening of the new home of Ada Auto Supply, Ada, Okla., are (l. to r.): Sewell Taylor, Lee Henry, Wallace Milder, Bud Ruble, Roy Foster, John Schultz, Glen Smith, Bill Brdgemann, Albert Penisten, Leslie Peterson, Ross Montgomery, Billy Joe Sherbert, Jim Thompson, L. H. Foster, Jr., and the owners, Bobby Thompson and W. W. Wooley.

Carl B. Gracely Heads South Texas Boosters

CARL B. Gracely has been elected president of Automotive Booster Club of South Texas No. 30. Formerly first vice-president, he succeeds E. J. Caretto.

Other officers are: H. N. Steed, first vice-president; Frank G. Meek, second vice-president; Dan Pettit, secretary, and C. F. Mackey, treasurer.

Directors include: J. W. Eubank, John M. McKinney, W. Franklin Meyer, J. R. Lawson and E. L. Stacey.

"Harry Slevin, operation manager, has left the company to accept a position in Washington connected with the war effort," President **E. R. Hardy of Auto Electric of Georgia, Inc.**, Atlanta, reported.

How's Your Supply Of Hoes and Pets?

O. A. "Nick" Carter of Auto Parts Co., Dallas, had trouble filling an order recently. But the slow-down was because of laughter—not shortages. The order was for a Negro garageman who wrote:

"I am anchous to git the followin parts: repair pet cox, shifing come pleat, excellerrater come pleat, horn fix, 2 front line hoes, clutch pusher plate baren, points condencer, motor sirports."

Fourteen Southerners Join MEWA Roster

FOURTEEN southern firms were among the 30 recently added to the rolls of Motor and Equipment Wholesalers Association. Prospects are for 100 new members before the end of 1950, with 80 already added this year, General Manager B. W. "Whit" Ruark reported.

The new southern members include: W. L. Cronin Co., Houston, Texas; Dalton Auto Supply Co., Amarillo, Texas; Goddin & Cayton, Inc., Richmond, Va.; Grindle Sales Co., Inc., Harlingen, Texas; Bruce Jones Co., Albany, Ga.; The Kline Co., Richmond, Va.; Miller Co., Waco, Texas; Motor Car Supply Co., Winchester, Ky.; Nichols Brothers, Chickasha, Okla.; R. W. Norris & Sons, Inc., Baltimore, Md.; The Perry Shankle Co., San Antonio, Texas; Spence Battery & Electrical Co., Port Arthur, Texas; Texas Parts & Supply Co., Houston, Texas, and Truck Suppliers, Inc., Winchester, Va.

Gatke Names Virginian

George C. Abbott of Highland Springs, Va., has been appointed district sales representative for Gatke Corp., Automotive Division, in Virginia and North Carolina. He has been in the replacement trade for 22 years and is an active Booster.

Why is D. B. Pickens of **Terry Automotive Supply**, Dallas, Texas, smiling? It's because his latest grandchild is a boy—a boy named after the grandfather.

Auto-Lite Appoints Men For Southern Territory

THREE representatives have been named for the southern area of The Electric Auto-Lite Co., H. R. Butts sales manager, announced. Jess W. Walthall, Jr., has joined the division at Springfield, Mo. Roy W. Smith will work the Little Rock, Ark., area and Albert B. Zarr will work out of Dallas.

Paul F. Akers, formerly at the Toledo sales office, has been appointed as district representative with headquarters at St. Louis.

Laher Industries Opens St. Louis Facilities

LAHER Industries has announced plans for merchandising its four automotive lines through jobbers in the mid-western and eastern states and has established headquarters at St. Louis, Mo., to provide quicker shipments to the East and South.

The St. Louis facilities are at 2131 Locust Street and are under the management of C. E. Street. Location of other plants in the eastern states will be announced shortly, the company reported.

"We have rented the adjoining building, giving us a third more space," Manager **Ned Holland of Holland Auto Supply, Inc.**, Greenville, S. C., reported last month. "General conditions in our territory are good."

"We recently added R-M paints to our lines," Partner **John Hitt of Auto Parts Service**, Harlingen, Texas, reported last month.

Brewer Opens Warehouse For Birmingham Area

FRANK G. Brewer, Jr., has established a warehouse distributing business at Birmingham, Ala., to specialize in truck and heavy-duty maintenance. A graduate of Alabama Polytechnic Institute, Brewer has been active in the trucking industry and is now a director of the Motor Vehicle Association of Alabama.

Lines handled by the warehouse include Johns-Manville, Koppers, Gates Rubber, Pyrene and Bendix-Westinghouse.

Womwell Automotive Marks 27th Year

WOMWELL Automotive Parts Lexington, Ky., last month celebrated its 27th anniversary. The company was founded by Joe Womwell, who moved to Lexington from Louisville in 1923.

"From the beginning, our company has stressed prompt service to its customers, together with personal interest in helping solve their problems. Our ambition is to continue to render to you the best and most efficient service possible," said President B. A. Storey in a letter to customers.

Aylward Heads Visor Sales

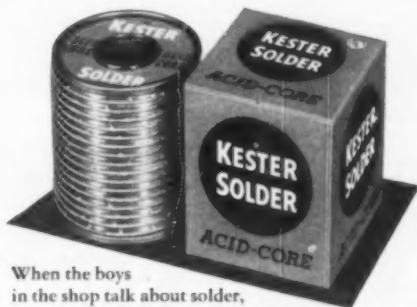
E. F. Aylward has been appointed general sales manager of Vision-Visor Corp., Chicago, Ill. He has been in the parts business since 1922, working with Hines Winter Front, Martin Tire Co., Dieterich Products Corp., Johnson and Johnson and other firms.

Paul Schuman joined **Kingsley-Wagner Supply, Inc.**, Hutchinson, Kan., as city salesman. He has been in the automotive business 15 years. "In three weeks he increased sales 44 per cent over October, 1949," President **Grant Wagner** said.

"General conditions in our territory are good. Material shortages are beginning to be reflected in poor delivery by manufacturers," reported **John Hitt**, partner in **Auto Parts Service**, Harlingen, Texas.

"General conditions in our territory are good," reported **C. W. Newman**, owner of **Perry Auto Supply Co.**, Perry, Fla., when queried last month.

Kester Solder



When the boys in the shop talk about solder, they talk about Kester Acid-Core Solder; the old reliable product now in a new package.

Easier to Use

Mechanics know that using Kester makes any soldering job easier. Kester contains more grade A newly mined Tin—40%—and only virgin lead, too. The fluxes are chemically and scientifically correct.

Faster

Kester is faster to use. Mechanics prefer it and are more satisfied when using it. The work is speeded up and output is increased.

Kester Solder Company
4201 Wrightwood Ave., Chicago 39
Newark, N. J. • Brantford, Canada

**KESTER
SOLDER**



The Mechanics Standard since 1899

AAR Honors Texan

The Southwest Regional AAR Group gave John B. Kennedy a gold life-membership card recently. A charter member of the group, Kennedy recently retired from the automotive field and is raising cattle on his ranch near Dallas.

Dupuy Returns to New Orleans

Paul H. Dupuy has returned to the New Orleans area of Prest-O-

Lite Battery Co. after an absence of two years, Sales Manager A. A. Feldman announced. C. W. Austin has been named representative at Cincinnati for northern Kentucky and southern Ohio.

Motor Supply Buys Property

The Motor Supply Co., Inc., Savannah, Ga., recently bought a tract of land adjoining its location to make room for future expansion. There are two brick warehouses on the property.

Amco Begins Program For Shoe Exchange

A BULK brake-shoe exchange program, to be operated from divisional centers in New England, Baltimore, Atlanta, Chicago and the Pacific Coast, has been announced by Asbestos Manufacturing Co., Huntington, Ind.

Users of the service will be able to obtain lining already bonded or riveted to the brake shoe, ready for installation.

Sam Dwyer has joined the sales force of Jacobs Distributing Co., San Antonio, Texas. He has had more than 20 years of automotive experience in sales and executive capacities, President M. N. Jacobs said.

"General conditions in our territory are good but collections are slow," R. L. Sanders, partner in Automotive Supply Co., Amarillo, Texas, reported last month.

"We have set up over-night delivery to branch stores via our own trucks, all billing daily from prior day's sales," reported Louis Post, D & N Auto Parts Co., Inc., Greenwood, Miss.

R. Bruce Putnam is now covering the country territory for Auto Parts House, Lafayette, La. Maurice S. Langlinais, formerly territory salesman, is working inside.

"The Borger, Texas, territory has been transferred from our Dumas branch. Lou Wymond will cover it," Glen H. Day, manager of Cornelius Motor Supply, Inc., Pampa, Texas, reported last month.

Ed McCain now is manager of the Grenada branch of D & N Auto Parts Co., Inc., Greenwood, Miss. James Box is traveling the territory for the Clarksdale branch.

"Business conditions in our territory are much better than a year ago," R. H. Reavis, president of Auto Parts & Electric Co., Statesville, N. C., reported last month.

"General conditions in our territory are above normal," John Brown, Jr., parts manager of Brown's Auto Supply, Sedalia, Mo., reported last month.

A Rip of a Snip...

A
TOOL-OF-THE-MONTH
SELECTION

Herbrand's duckbill Tin Snips...





Another Herbrand
TOOL-OF-THE-MONTH
Selection

Every month...
see the Tool-of-
the-Month at
your Herbrand
tool distributor.

Here are the Snips that fill every automotive need. Cuts straight, circular or irregular shapes... cuts patterns, or curves cleanly and smoothly *without bending* the metal. This can be done, due to the "duckbill" shape of the blade.

These snips have a thin cutting edge and the handles are designed to give strong leverage action. Made of the finest quality alloy steel, forged, heat treated, and attractively finished in Herbrand blue and tangerine. Available in 7, 10 and 12 inch lengths to suit your particular requirements.



mechanics	TS-7	\$2.25
net	TS-10	\$2.50
	TS-12	\$2.90

Herbrand Tools, Fremont 8, Ohio

Dunlevy and Scarborough Merge in Southwest

CHARLES M. Dunlevy and H. Phillip Scarborough have merged their agency activities in four southwestern states. The company is called Dunlevy-Scarborough Co. and has headquarters at 1504 Pratt St., Dallas.

Dunlevy started in the automotive business as salesman for The Automotive, Fort Smith, Ark. Later he was district manager for McQuay - Norris Manufacturing Co., general manager of the automotive division of The Schoellkopf Co. of Dallas and general manager of the automotive division of the Interstate Electric Co., New Orleans, La.

Scarborough began with Fram Corp. and became assistant zone sales manager. He became promotional sales manager of Storm-Vulcan, Inc., in 1949.

Roberts Heads Franke

C. E. Roberts, former vice-president of C. D. Franke & Co., Inc., Charleston, S. C., has been named president. He succeeds the late E. J. Cappelmann.

W. W. Carver Succumbs

W. W. Carver, vice-president of the Auto Specialties Manufacturing Co., St. Joseph, Mich., died November 16 at Pass-a-Grille, Fla.

"E. L. Margold, vice-president and purchasing agent, is getting all keyed up for his annual deer hunt. He's taking two of his boys out of school for a week's hunting," President M. N. Jacobs, Jacobs Distributing Co., San Antonio, Texas, reported last month.

"General conditions in our territory are good," O. Leon Montgomery, vice-president and sales manager for R. T. Clapp Co., Knoxville, Tenn., reported last month.

Asked to comment on current trade problems last month, Owner C. W. Newman of Perry Auto Supply Co., Perry, Fla., reported, "Tightening up on credits of small garages."

"We recently added the Black & Decker Home Utility line," Ned Holland, manager of Holland Auto Supply, Inc., Greenville, S. C., reported last month.



New officers of Automotive Booster Club B-6, Atlanta, lined up for this picture during the annual jobber-Booster party Nov. 24 which was attended by several hundred men and women. They are (l. to r.): Walter Mahoney, president; Jack Shaw, retiring president; Jack Henry and A. G. Laughridge, vice-presidents; L. W. Bell, secretary, and C. W. Stuff, who was elected treasurer.

J. W. Shelton Heads B-34 at Louisville

JOHAN W. Shelton was elected president of Automotive Booster Club B-34, Louisville, Ky., at a recent dinner meeting given by Phil Crutcher, retiring president.

Robert E. Pulliam was named first vice-president and Al H. Wiser, second vice-president. Ed Norris is secretary and B. Marvin Hampton is treasurer.

Carl L. Broich, former international president, and O. C. "Jack" Zell, first president of B-34, were elected honorary officers. Carl Grubbs and Tom Donnelly, Jr., were elected directors.

Officers were installed by Ben H. Wile, former president.

Kinkor Heads Lemeco Sales

Stanley Kinkor has been named vice-president and general sales manager of Lemeco Automotive, Inc., Cleveland, Ohio. Kinkor joined the firm in 1933 as a service manager. He later headed the western and eastern sales regions.

"We added Holley carburetors on June 2 and Clinton engines October 1 to our lines—both on a state-distributor basis—and the results already being attained are very encouraging," reported E. R. Hardy, president of Auto Electric of Georgia, Inc., Atlanta, last month.

"General conditions in our territory are good," Don E. Sanders, manager of Farmington Auto Supply Co., Farmington, Mo., reported last month.

South Gate Brake Expands

Opening of two southwestern warehouses as a part of its sales expansion program has been announced by South Gate Brake Specialties Co., South Gate, Calif. One is at 2549 Elm St., Dallas, Texas, and the other is at 1813 Holmes St., Kansas City, Mo.

"General conditions in our territory are very good," I. Corchine, owner-manager of U. S. Parts & Gear Co., Dallas, Texas, reported last month. "Things in general are far too high, especially head gaskets and high-grade steel products, such as gears."

"General conditions in our territory are not as good as they were 30 or 60 days ago," Sam Suravitz, secretary-treasurer of Beard & Stone Electric Co., Inc., Houston, Texas, reported last month. "Jobbers' margin of profit is being cut constantly with costs rising continuously."

"We have added Broderick & Bascom wire rope, clips, thimbles and hooks to our lines," Parts Manager John Brown, Jr., of Brown's Auto Supply, Sedalia, Mo., reported last month.

"General conditions in our territory are satisfactory," G. N. Lockridge, president of Kansas City Auto Supply Co., Kansas City, Mo., reported last month.

Jim Yeargain has been added to the counter force of Farmington Auto Supply Co., Farmington, Mo. He had been with the local Dodge-Plymouth dealer.

News Briefs

(Continued from page 43)

of these exhibits to be really worth-while," Chamberlain said.

President Fred L. Haller, Hudson dealer of Washington, D. C., will deliver the address of wel-

Service Managers Are Florida Bound

Many dealers are planning to bring the managers of their service and parts departments to the NADA convention, primarily for them to make a study of the equipment exhibition, Ray Chamberlain, convention manager, said.

"This is the only national exhibition of its kind held for the benefit of automobile dealers," Chamberlain said. "I hope that our dealers will bring not only their service and parts managers but other service personnel to see the 1951 exhibition. It promises to be outstanding."

come. New officers of the association will be introduced at the closing session.

Entertainment features include the "Hour of Charm" on Sunday night, water show, cabaret party, fashion show for ladies and Orange Bowl Pageant.

Floridians Pick Tampa

The 1951 convention of the Florida Automobile Dealers Association will be held at Tampa, General Manager Walter C. Mal-



"I was doing a nice little business in automobile repairs, not paying a whole lot of attention to overdue accounts . . ."

lory announced last month. Dates and other details will be announced after a committee meeting.

Cadillac '50 Models Pass 100,000 Mark

THE 100,000th car in its 1950 model came off the line last month, Don E. Ahrens, general manager of the Cadillac Motor Car Division, announced. The record came 11 months after the first 1950 model was produced late in December last year, he asserted.

The mark already exceeds the total 13-months' production of the 1949 model by eight per cent and is 23 per cent greater than the number of cars built during the same 11 months last year.

Orlando Dealers Elect McKellar President

J. C. McKELLAR of McKellar Cadillac, Inc., has been elected president of the Orlando, Fla., Automobile and Truck Dealers Association. B. C. Kuenz of Orlando Motors, Inc., is vice-president and R. R. Reed of Reed-Nash Motors, Inc., is treasurer. L. W. Zoller is executive secretary.

Directors include: Three-year term, W. D. Ray and R. R. Reed; two-year term, J. C. McKellar and B. C. Kuenz; one-year term, George H. Cochrane and Thomas G. Bird.

More than 15,000 men and women are employed in constant petroleum research at the present.

The Complete Line . . .

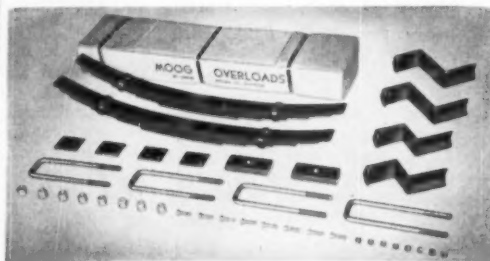
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MOOG OVERLOAD HELPERS ELECTRICALLY HEAT TREATED
MOOG INDUSTRIES, INC., ST. LOUIS

Want to Make More Profit From a Truck Department?

By JOHN A. WILLIAMSON

Sales Manager, Drennen Motor, Bessemer, Inc. (Buick-Chevrolet-Cadillac), Bessemer, Ala.

OUR motivating force, and the reason for our being in business, is profit. The motivating force in selling is compensation.

Whatever your compensation plan, recognize that it is about 1½ times as hard—even in normal times—to sell a new truck as it is a new car; and about twice as hard to sell a used truck as it is a used car. It is going to be impossible for you to get good truck men unless your compensation plan is good.

As for your truck manager, it is recommended that he be paid a salary plus a bonus, with the bonus based on the gross profit of the truck department. He should also be given a small commission on the trucks he personally sells so that he will not have a tendency to give his deals to other salesmen.

Must Have Specialists

In dealerships where you have combination men you must have some that will be specialists in trucks. A good method of compensation is a salary plus a commission on cars and trucks. The commission rate on trucks should be double the rate on cars to insure proper concentration...

To have a good truck department you must have high-grade, trained and properly-compensated truck people. In any dealership, no matter how large or small, delegate your truck-selling responsibilities to one, or at the most two, men. The only reason for two in some organizations is that, in some instances, the used-car manager is better qualified to handle the used-truck trade. In very small dealerships—even if you have only two salesmen—one should be a truck specialist; and in all cases we must have a high-grade truck specialist, well trained in

These excerpts are from an address by Mr. Williamson at the convention of the Automobile Dealers Association of Alabama recently.

the truck business...

To be consistent, it is better to have one man that normally does used-truck appraising to be sure of a true valuation.

One of the biggest complaints... is that some dealers are selling trucks at, near or below invoice price, either by discount or by over-allowance on the used unit. Actually we know that selling at cost is not selling. We also know that many dealers have been working for the factory and not for themselves for the last few months...

It takes much cooperation, and will in the future take more cooperation between the factory and (More News Briefs on page 118)



PLANT NO. 1

Plant No. 1—The Home Office and Plant in Chicago, Illinois. In addition to the executive offices and manufacturing facilities, this building houses Binks Training School and Research Laboratories.

Plant No. 2—A recent expansion of the Chicago manufacturing facilities. This plant fabricates and assembles the sheet metal parts for Binks' expanding line of Water Cooling Towers and Spray Booths.

Plant No. 3—Just opened at 4915 Pacific Blvd., Los Angeles, California, to do light manufacturing, assembly and warehousing for the rapidly expanding industrial west.



PLANT NO. 2



PLANT NO. 3

TO GIVE YOU better finishing equipment AND SERVICE

More and more car and truck refinishers are finding that up-to-the-minute finishing equipment reduces shop costs and improves the quality of the paint job... helps to hold customers and meet increasing competition.

Because of its many advantages, the demand for Binks equipment (long regarded as tops by experts in the automotive field) has grown steadily... and, to give the service deserved by Binks customers, the Company's production facilities, too, have grown.

First, extensions were built on the Home Plant, then came the addition of new plants in Chicago and Los Angeles. Behind this solid growth is a triple idea: to make a better product for you... to help you reduce your finishing costs... to give you better engineering and product service.

A Binks finishing expert will gladly call at your shop to discuss ways in which you can improve your finishing and reduce your painting costs. There is no charge for this service. Just drop a line to the address below, or contact your nearest Binks jobber.

"The only excuse for expansion is to improve customer service"

Binks B. Bink
President

Binks

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HELPFUL BOOKLETS FREE

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-4—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1928 Kielen Avenue, St. Louis 20, Mo.

102. FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 82F Thames Street, New York 6, N. Y.

103. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misleading facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

104. AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE EQUIPMENT—Catalog page describing the Ammco line of Honing Machines, Brake Gages, Brake Shoe Grinders, Brake Drum Micrometers, Brake Piston Injectors, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units and Tension Indicators. Ammco Tools, Inc., 2110 Commonwealth Avenue, North Chicago, Illinois.

104. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "truffles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

105. RAMCO SERVICE MANUAL—8th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—cause of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 8698 Forest Park Blvd., St. Louis 8, Mo.

106. INSTRUCTION BOOKS and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Order books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

107. PERMATAX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

108. STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive elec-

tricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

109. NEW EIGHT PAGE BOOKLET giving complete information on the H-dexcon Tire Changer and how the tire changing business fits into battery and accessory sales. Write Big Four Industries, Inc., Dept. S.A.J., 5888 Carthage Ave., Cincinnati 12, Ohio.

110. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

111. CATALOG NO. 49E—Andrews Precision Products. Complete line of ignition and automotive electrical replacement parts for all model cars and trucks. Andrews Mfg. Co., 924 South Theresa Avenue, St. Louis 3, Mo.

112. CATALOG NO. 599P—Featuring the 289 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6199 Maple Ave., St. Louis 14, Mo.

113. STRAMBLINER CATALOG—Make servicing easier on front and rear. Moog Industries, Inc., 6861 Easton Ave., St. Louis 14, Mo.

114. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS. Explain fundamental principles of hydraulic brakes and their operation. Outline correct procedure for brake inspection and adjustment. Give cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.

115. McCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2687 E. Grand Blvd., Detroit 11, Mich.

116. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK—A simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

117. PAMPHLET DESCRIBING UNIT CONSTRUCTION of Drive Shaft Bushings and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4365, Oklahoma City 9, Oklahoma.

118. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.

119. NEW BLACKHAWK PORTO-POWER CATALOG NO. P 44, AND PRICE SCHEDULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

120. AIRTEX FUEL PUMPS AND ANTI-

PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

121. WILLARD DRY BATTERIES—"A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, Cleveland 1, Ohio.

122. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

123. THE LAMSON NO. 59-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flt washers, expansion plugs, studs, starter bolts and washers, ring gear rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and quantities are given. The Lamson & Sessions Co., 1971 W. 35th St., Cleveland 3, Ohio.

124. SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain make and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

125. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authoritative reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 921, Toledo, Ohio.

126. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut St., Toledo 1, Ohio.

127. CATALOG presenting the entire Yankee line of lamps, mirrors and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

128. TECHNICAL MANUAL—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

129. AMERICAN HAMMERED PISTON RINGS—A five color descriptive catalog covering American Hammered Piston Rings and Koetherizing. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

130. THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

131. "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts.

Please send to me without obligation, free booklets No.

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in the December 1950 issue of SOUTHERN AUTOMOTIVE JOURNAL.

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Company

Position

Number and Street

City

State

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 6, Ga.

Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

225. CONDENSED CATALOG 229—This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co., Lancaster, Pa.

223. NEW 36 - PAGE BLACKHAWK WRENCH CATALOG NO.247—Liste socket, box-type and open end wrenches and sets, including new "Nuggett" double-duty open socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wis.

225. UNITED STATES ELECTRICAL TOOLS—A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1650 Findlay, Cincinnati 14, Ohio.

249. CATALOG NO. 47-A AND SUPPLEMENT describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armatures Co., 18 Fordham Road, Boston 24, Mass.

257. RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains many simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1734 London Ave., Cleveland 12, Ohio.

259. "SALES CLINCHER" FOLDER—This booklet shows why every highway driver is a prospect for Buell's car horn and how you can sell them. Answers every objection made to air horns and tells how Buell overcomes them. Buell Mfg. Co., 923 W. 49th Place, Chicago 9, Illinois.

262. OIL FILTER MERCHANDISER—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools. The Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

263. HAND TOOL CATALOG NO. 557—90 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

274. AUTOMOTIVE BEARINGS—Catalog 48-CB—44 page listing of connecting rod, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

276. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS—What you should do to help your customers—the inside story of engine cooling—cooling system trouble—what to do when engines overheat—how to sell cooling services—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 5, Ill.

274. BRAKE LINING BONDING—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co., Dept. F. N., Huntington, Ind.

277. ELECTRICAL SWITCHES—The 1948 Cole-Hershe line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hershe Company, 26 Old Colony Avenue, Boston 27, Mass.

279. COLD SOLDER USED FOR BODY REPAIR—An attractive folder describing the use in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomized Materials Company, Inc., Magee Building, Pittsburgh, Pa.

280. THE ABC'S OF SELLING SHOCK ABSORBERS—A 29 page, pocket-size "brain tacker" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth. It gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, Cleveland 3, Ohio.

283. FACTS ABOUT IGNITION COILS—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips

at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

285. ATTRACTIVE CALENDAR TYPE DESCRIPTIVE LITERATURE showing Castomatic bar solders and superiority over hand-cast bars by controlled cooling and automatic operation. Every bar has some selling point. Federated Metals Division, 130 Broadway, New York 5, N. Y.

294. NEW 1949 BRAKE LINING CATALOG simplified and condensed with alphabetical listings of cars, trucks, buses and taxi cabs. Data also includes part numbers, prices covering Blue Ribbon Greases sets, as well as Standard Sets & Ralls table attached. Gatke Corporation, 228 N. LaSalle St., Chicago, Ill.

298. AIR IMPACT TOOLS—Full details and prices on these new air tools. Bulletin 816 for capacities to 1/2". Bulletin 2098 for heavy jobs such as Spring U-Bolts, tractor treaders, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

299. THE RICHLITE MFG. CO. has available a distribution of colorful and fully illustrated 20 page catalog of exhaust defectors, rear view mirrors, inside door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2526 Indiana Avenue, Chicago 16, Illinois.

304. ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

307. VAL-VIN-HED—Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Estes Co., Windsor, Ga.

309. OIL FILTER & REFILL, RAPID REFILLING CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Chamois M. M. and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 123 Charles St., Meriden, Conn.

310. TRUCUT PISTON LATHE—Bulletin on a new product, power driven for rapid, accurate rearing jobs. Cleans grooves—drills accurate centers—closes centers in less than 4 minutes per set of pistons. Frank N. Wood Co., 844 W. Main St., Waukegan, Wis.

312. TRUCUT ARMATURE LATHE AND UNDERCUTTER AND GENERAL PURPOSE PRESS, 8 page catalog describing this equipment especially designed for automotive re-arming. Frank N. Wood Co., 244 W. Main Street, Waukegan, Wis.

314. NEW 1950 ISSUE BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis 14, Mo.

315. BETTER IGNITION by Delec-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delec-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delec-Remy Service Department, Anderson, Indiana.

316. CHAMOIS AND SPONGES—Catalog containing information about Chamois and Sponges for heavy duty and continuous use. Also lists a wide variety of occasional uses. All types; also wool wash mitts, Loofah-Cellulose Bug Sponges. Schroeder and Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Missouri.

317. GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning brake bonding and power pressure gas heated bonders; clamping devices and gas and electric ovens for bonding. Complete listing of latibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

318. SMITH'S MUFFLER CATALOG—Contains factual Dynamometer, Horse Power, Back Pressure and Mixture Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smith's Muffler

Mfg. Co., 1716-18 Naud St., Los Angeles 12, Calif.

320. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, pages of detailed illustrations. Jobber salesmen's catalog. Storm-Vulcan, Inc., 2604 Commerce St., Dallas, Texas.

321. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING—Binks Catalog 101 is packed with 24 pages of spray painting equipment, everything required for automotive refinishing. Spray guns, spray booths, air compressors, complete outfits, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Binks Mfg. Co., 3126 Carroll Ave., Chicago 12, Ill.

322. NEW 32 PAGE CATALOG of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1458 S. Michigan Avenue, Chicago 6, Ill.

323. BRAKE LINING—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Resto Corp., P. O. Box 146, New Castle, Ind.

324. ATTRACTIVE FOUR PAGE CATALOG FEATURING method of operation of the new Wavezash Automatic Jet Car Washer. Phillips Pump & Tank Co., 1432 State Ave., Cincinnati 4, Ohio.

325. FREE CATALOG BULLETIN describing and illustrating in colors the four products in the AGS line Door-Ease Stainless Stick Lubricant—used for lubricating car door fittings; Door-Ease Driplate—Oil-for-body squeaks, hinges, brake fittings; RuGlyde Rubber Lubricant—removes squeaks from rubber parts and fittings, lubricates Lock-Ease—Graphited Lock Fluid makes locks work easier, guards against rust and wear. AMERICAN GREASE STICK CO., Muskegon, Michigan.

326. CARSMETICS 8 PAGE COLOR FOLDER explaining appearance recommendations of used cars and trucks for automobile dealers a planned and approved method of procedure as prepared by—R. M. Hollingshead Corp., Camden, N. J.

327. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS describes and illustrates Signalfire Switch and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. Signal-Stat Corporation, Kent Avenue, Brooklyn 11, N. Y.

328. ATTRACTIVE FOUR PAGE folder covering Advance Century products such as white sidewall cleaners, black tire dressings, body cleaners, brown shoe dressings. Advance Century Mfg. Co., P. O. Box 751, Greenville, S. C.

329. SOLDERLESS TERMINAL SERVICE KITS for both primary and spark plug wiring are described in the Lynn Lightning Terminal Catalog. Vaco Products Co., 217 E. Ontario St., Chicago 11, Illinois.

334. "StylEngineered Lubrication Departments" a 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 26, Missouri.

335. POWER AND MANUAL LUBRICATION IN THE FIELD is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication for machinery. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 36, Missouri.

336. NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & H. Mfg. Co., 4548 W. Chicago Avenue, Chicago 51, Ill.

337. FOLDER DESCRIBING BAY-LIFT PORTABLE PNEUMATIC AUTO LIFT—An attractive presentation of uses, specifications, and features of the Bay-Lift portable pneumatic Auto Lift for Cars and Trucks. Ray Manufacturing Co., 316 Arlington Ave., Torrance, Calif.

More News Briefs

(Continued from page 115)

the dealer to make the truck business good business. The manufacturer who condones the practice of dealers' selling trucks at cost is not building quality dealers. Some manufacturers even go so far as to allot extra passenger cars as a bonus to dealers for the selling of trucks, thereby promoting the dealer to sell trucks below cost with the idea of getting extra cars on which he can make a profit . . .

In starting at the bottom of this business, to know where we are going and what we need to do, we must analyze our own truck market. This can be done from three sources: (1) Your own past sales. (2) Your used trucks taken in trade. (3) The business and farm needs in your district.

After you have analyzed your market based on these, build a 45- to 60-day inventory of truck stock. In your parts business you carry a 90- to 120-day supply, so why should it seem unnecessary

to carry adequate truck stock? To sell trucks you must have them to sell.

A very prominent display of your units is important—on your lot, if there is one available, at public gatherings, fairs, festivals, etc.—anywhere large numbers of people are present.

Then do some local advertising over and above what the factory does. This advertising will vary in different districts and you must decide what type of advertising to use; but whatever you do—advertise . . .

To avoid the repossession hazard, do not sell unless the buyer has an adequate equity in the unit.

In selling the truck also sell truck accessories. You would be surprised at how much the extra \$25 or \$30 gross per unit will increase your net at the end of the year . . .

Martin Represents NADA In Southern Territory

M. H. "MIKE" Martin has been appointed field representative in the South for the National Automobile Dealers Association. He will headquarter



Mr. Martin

Import Tax Might Raise Price of Batteries

A WARNING that storage battery prices will have to be increased if any additional import tax on lead is again imposed was issued by H. A. Harvey, president of Auto-Lite Battery Corp., at the recent meeting of the Association of American Battery Manufacturers. Harvey is president of the association.

He cited the dependence of American battery producers on imports of foreign lead and stressed that re-imposition of the import tax, which was suspended during the war, would bring moderate revenue to the government but would materially increase lead prices to the manufacturer.

A forecast that the market for replacement storage batteries will increase ten per cent in 1951 was made by Dr. W. W. Leigh of the University of Akron.

Officers elected for 1951 include: B. F. Morris of Thomas A. Edison, Inc., president; G. U. Pickering of Vitalic Battery Corp., first vice-president, and C. E. Murray of Willard Storage Battery Co., second vice-president.

Maryland Marks Yule

The annual Christmas party of the Automobile Trade Association of Maryland will be held Dec. 20 at the Sheraton Belvedere Hotel in Baltimore. There will be dancing, cocktails and a dinner.

in Atlanta and cover Tennessee, Louisiana, Mississippi, Alabama, Florida, Georgia, North and South Carolina and Virginia.

"Martin brings a wide experience to his work and this, together with his knowledge of the South, will add to his contacts with automobile dealers in that section," said M. Robert Deo, managing director of the dealer association.

A native of Atlanta, Martin had traveled the South for eight years as special representative of the Association of Casualty and Surety Insurance Companies. He was formerly a special agent for the Federal Bureau of Investigation and before that an accountant in the home office of Retail Credit Co., Atlanta. He holds an LL.B. degree from the Atlanta Law School and is a member of the Georgia bar. During World War II he was with the Army in the Pacific.

Holman Becomes President Of Vero Beach Dealers

B. L. HOLMAN of Vero Beach Cadillac Co. was recently elected president of the Vero Beach, Fla., Automobile Dealers Association. Roland B. Miller of Roland Miller Chevrolet Co. is vice-president and R. G. Danner of Dick Danner Ford, Inc., is secretary-treasurer.

Directors include John R. Furlong and L. M. Stroud.

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

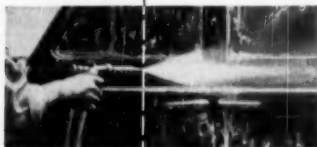
cold steam

blasts stubborn dirt

the washer connects to your regular air and hot or cold water supply.

no back splash

no boots or apron needed with washer.



WASH! MIT! RINSE! LET DRY!

easy effective

saves time, effort in cleaning motors, parts.

HYDRO-AIR Pressure Washer \$995

D&M Products, Inc.
26 N. Raymond Avenue
Pasadena 1 - California

If your jobber cannot supply you, we will ship direct - postpaid

Three Steps to Help You Get Control of Expenses

By M. B. CASLER

Vice-President, Liberty Motors, Inc. (Dodge-Plymouth)
Birmingham, Ala.

OF ALL the factors necessary for the successful operation of an automobile dealership, expense control has probably, since the war, been more neglected than any other single phase of operation . . . Since the war, sales and gross profits have been so huge that an inadequate control of expenses merely meant that while net profits were still satisfactory, they could have been much more so. And while profits were so much greater than we had ever been used to, why worry too much about making them larger . . .

Then, much sooner than I had anticipated, the problem of expense control was on me 100 per cent—along with other Chrysler Corporation dealers, when the 100-day Chrysler strike hit last January.

We went to work on the problem and the results were a pleasant surprise to me. With no new cars to sell, we were able to operate during that three-months' period in the black. We were able to reduce our expenses to within reaching distance of the operating expense of our company before the war. We retained all our salesmen and key personnel throughout this period. As a result I am no longer worried over the problem of expense control. I feel it can be done and believe I know how to go about it.

1. The first essential in approaching the problem of expense control is a genuine desire to control expenses. All of us have allowed expenses of a luxury nature to creep into our operation, particularly since profits have been large. We and our employees have come to look on these luxury items as necessary and it takes a look into the past, when we didn't have those luxuries, to make us realize that we can get along without them again . . .

2. Once it is decided to give up the ease and convenience of luxury expenses the next step is to see that one person is responsible for controlling expenses. In a small operation it will probably be the dealer himself. In a larger organization it will have to be broken down into small groups and we found that in this case each department manager must take the responsibility for his department expense control.

3. The third step is to determine the maximum amount that can be allocated to expenses. During the strike we handled this by setting up monthly budgets. At the beginning of each month I met individually with each department manager and we first determined the amount of gross profit his department should turn in for the month. This automatically set a limit to the amount he could spend for the month.

We then set the individual expense items to stay within this limit where possible. Every time

The Chrysler Strike Forced the Crisis

This big Birmingham dealership was coasting along fine until the Chrysler strike last January. Then something had to be done about the continuing overhead when there were no new units to sell.

The author tells you what was done—and done quickly—to stave off what could have been a serious financial problem.

we set an expense item that was lower than the same expense had been running, we stopped to determine what action was necessary in order to bring that expense down to the figure we set. It might mean laying-off an employee or doing without certain supplies, perhaps cancelling an advertising program. We listed the action necessary to control that expense and when we finished with the budget we had a list of all the things the department manager must do to get and keep his expense in line with his gross profit.

It was then up to him to immediately put into effect the

"This is the guy I had reference to, fellows. When he skins a knuckle, he makes some rather interesting comments."



These are excerpts from a speech by Mr. Casler at the convention of the Automobile Dealers Association of Alabama recently.

changes listed on this list for his department.

As a check for the department manager and myself we had the accounting department give us a report showing gross profit and expenses daily. This way, if our budget is not working out as planned, we can take steps to correct it before too much harm has been done. At the end of the month the department manager gets a financial statement for his department showing his actual operation compared with the budget he set up. This must be a continuing activity. Each month the department manager sets a new budget and every month he has a new list of actions he must take to keep his expenses in line. At the end of every month he compares his operation with his budget to see where he has fallen down. He thus analyzes his mistakes—he thinks about his expenses and gross profits . . .

This procedure has worked very well for us. It is not difficult once you get past that first step—of making up your mind to reduce expenses . . .

Kentuckian Opens Building

Walters-Keene Motor Co., Inc., Lincoln-Mercury dealership at Pikeville, Ky., held a four-day open house to mark the opening of its building. One of the largest crowds in the town's history attended the final day of the firm's celebration.

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Used-Car Dealers Request 21-Month Terms on Credit

By Baron Creager
Southwestern Editor

FORESEEING a "serious effect on the national economy," the National Used Car Dealers Association, in convention in Dallas, Texas, last month, demanded by resolution the immediate repeal of the 15-months maximum time payment period and restoration of the 21-months maximum. Copies of the resolution were to be sent to the Federal Reserve Board of Governors and to Congress.

This action by the board of directors of the association followed equally vigorous action two days previously by the Texas Used Car Dealers Association, meeting concurrently with the national.

By resolution the Texas dealers declared the 15-months maximum to be "premature, ill-advised and without foundation in fact" and, furthermore, called for a hearing for reconsideration by the Board of Governors of the Federal Reserve System. Copies of this resolution were to go to the Federal Reserve, to Congress and to the president of the United States.

Criticism of the regulations echoed through the convention from start to finish, with President Martin McCollum of the national association, of Flint, Mich., warning at the outset that used-car dealers would join in battle against restrictions because business in some sections is off from 50 to 75 per cent.

Resentment of dealers was fanned by dealer-related examples of what the amendments to Regulation W had done to their busi-

ness and by one of the speakers, William J. Cheyney, executive director of the Retail Credit Institute of America. He charged the restrictions require the public to pay cash in advance for goods not to be used for years.

Two Southerners moved into top offices of the national association after the annual election, with Walter Wilson of Dallas succeeding McCollum as president and with James C. Downing of Atlanta, Ga., stepping into the vice-presidency.

Louis Baker of Providence, R. I., was elected treasurer and Ray Haywood of Omaha, Neb., was chosen for secretary.

National association directors include Tom Blundell of Dallas, Charles Hillard of Fort Worth, R. W. Workman of Lubbock and Mac Ashworth of Tyler.

Earlier, Texas used-car dealers had named Claude Glasscock of Tyler to the presidency, succeeding R. W. Workman. Other officers are R. L. (Dick) Smith of Waco, vice-president, and Tom Blundell, secretary-treasurer. In addition to the officers, directors are John Kinnard of Fort Worth, Paul Bass of Tyler and W. H. Miller of Waco. The next Texas

William T. Kelly, Jr., has been appointed president of American Brakeblok Division of the American Brake Shoe Co. He will continue as president of the Kellogg Division. A native of Mobile, Ala., Kelly joined the firm in 1928.

Want to Make Friends With Competitors?

Frank Moore, Plymouth dealer at Palestine, Texas, gladly sold the Lions Club a car at cost to be used in a recent stunt drawing. But he probably wanted to take it back later.

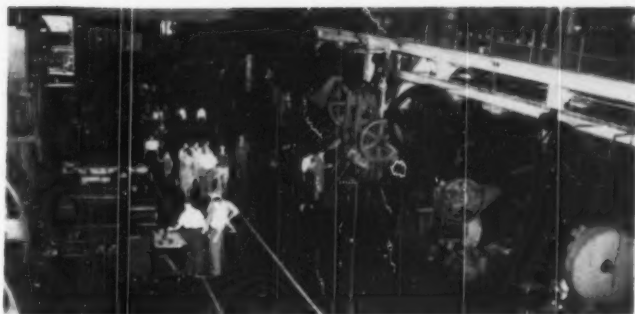
The winner? Arnold Hudson, another Plymouth dealer.



Raine's Promotion Was "All Wet"!

As part of his pre-convention promotion, John E. Raine, general manager of the Automotive Trade Association of Virginia, sent out some light-blue post cards that were blank except for the instructions: "A Secret Message. Dip this card in water."

As long as the card was wet, it carried a plug for the convention and a special invitation for dealers' wives to be present. As the card dried, the white lettering disappeared again.



These punch presses were just one feature that attracted the attention of 15,000 visitors to the main plant of the Wagner Electric Corp. recently. All employees were given tickets for their families and friends and invitations were sent to many others in the St. Louis area. The plant employs about 7,000 people.

Ford Motor Will Build Memphis Parts Depot

convention will convene in Waco.

Among other speakers on the national program were J. Emory Clark, sales counsellor, and Arthur C. Horrocks, public relations counsel for Goodyear.

Texas led all other states in new-truck sales during 1949.

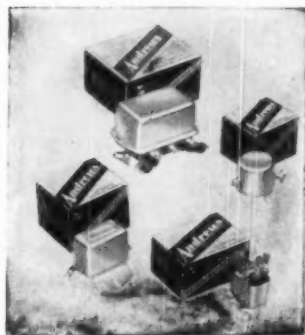
Ford Motor Co. plans to build a regional parts depot at Memphis, Tenn., according to Memphis newspapers. The depot will cost around \$1,000,000 and will supply automobile and truck parts for a five-state area.

At present Ford operates a parts depot at its Riverside plant

in Memphis. It serves all of Tennessee, Arkansas, Mississippi, Alabama and two counties in southeastern Missouri.

James H. Wood Dies

James H. Wood, former manager for Ford Motor Co. at the Atlanta and Norfolk, Va., branches, died last month at Norfolk, where he resided.



THERE'S TRIPLE-VALUE

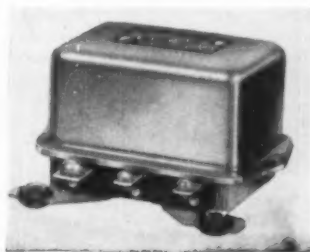
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What Are Your Attitude And Aptitude Ratings?

By J. J. WESTBROOK

Westbrook Motors, Ltd. (Dodge-Plymouth), East Point, Ga.

EVERY service department needs two fundamental pieces of equipment to be successful. Your factory representative can't ship them to you in a crate or kit. They are: *aptitude*, or know-how, and *attitude*, the desire to serve.

Mix these two precious ingredients in a reasonably adequate building, add a little manpower and a few tools, stir gently but continuously, and you'll have a service operation your customers will like and patronize. Please note that I said the customer would like it. Now don't worry about your factory man liking it—he'll have to like it, for, in the final analysis, your customer is also his boss.

When you mix up this recipe, be most generous when you measure out the aptitude and attitude.

These excerpts are from an address by Mr. Westbrook during the dealer forum at the convention of the Georgia Automobile Dealers Association in Savannah, where the group met recently.

You'll have a service operation that will:

1. Make a little profit.
2. Absorb all, or a high percentage, of expenses.
3. Increase parts volume and profits.
4. Tide you over a car famine—strikes or shortages.
5. Directly or indirectly sell a lot of cars, new and used.
6. Add materially to the prestige of your firm in your home town.

Get better acquainted with your service department. Check up on the aptitude and attitude . . .

As you enter your place of business every morning, do you linger in the rear long enough to see how many repair orders have been written up? Or do you rush to the front to find out how many orders the boys have taken and if there are any new-car invoices in the morning mail? I can answer that for most of us—the shop and parts department might well be called the Deserted Village . . .



This is the new plant of Sinko Manufacturing & Tool Co. at 3135 W. Grand Ave., Chicago. The building contains 18,000 square feet of floor space for manufacturing facilities of latest types.

Wouldn't we all just love our service work if it came in \$2,000 chunks? Unfortunately, it usually comes in \$2 to \$20 chunks, and it takes a lot of them to stack up to our present-day interpretation of "counting money." However, coming in small bits, it gives you and your organization a wonderful opportunity to get mighty well acquainted with your service customers.

Gain the customer's confidence in the shop and you are well past the half-way mark toward selling him his next new or better used car. In a normal supply-and-demand market, one new-car prospect off the service floor is worth three at the front door . . .

"He's from the used-car lot next door. If I don't sell you a new one, he's ready to nail you on the way out."



How Is Human "Equipment" In Your Shop These Days?

By JOHN N. THOMAS
John Thomas Motors, Inc. (Ford)
Gadsden, Ala.

MOST of us need diagnosis sets and hydraulic lifts in our service write-up areas, more merchandising displays and good-will-building signs. We need to look over our set-ups from the customers' point of view.

The fellows who meet our customers are no better than we make them. Have we taught them the fine art of selling, the reasons people buy—such as pride, profit, fear, love, etc.? Have we taught them to talk in the customer's interest while selling—to explain fully so the customers understand the necessity of certain repairs, that they cannot antagonize and influence at the same time? Those points are fundamental in successful selling.

Have we cautioned them to sell the price on each operation or refrain from writing it up, to be handy when the customer complains of his bill with an adequate explanation? Do they spend their time between morning and evening rush hours in contacting lost customers, selling additional needed work to owners whose cars have been in our shops?

Checked with Lube Man?

Have we checked with our lubrication man to be certain he is selling additional needed services to our lubrication customers, such as mufflers, tailpipes, tie-rod ends, spindle bolts and bushings, shock absorbers, tires, brake jobs and many other items?

Do our service men raise all hoods, check the oil, help sell oil, oil cartridges, rings, hose, fan belts, etc.? Do they inspect tires for excess wear, indicating unbalance, misalignment and the need for tire replacement? Do they pull wheels to check for brake-lining and wheel-bearing wear?

Hydraulic lifts in our receiving

These are excerpts from a speech by Mr. Thomas at the convention of the Automobile Dealers Association of Alabama recently.

area could be made to pay big dividends. Bare places, nicks and scratches on body and fenders should be treated for rust and repainted before winter sets in. It's time to sell winter-change-over service. The customer appreciates helpful suggestions as to his car's needs and we appreciate the plus business.

Let's set a minimum goal of three operations per repair order for the next 30 days and see how parts and labor sales increase.

Are Mechanics Schooled?

Are our mechanics thoroughly schooled through weekly shop meetings and factory schools? Do we keep our service library, bulletins, letters, etc., filed for convenient reference? Are our jobs fully supervised for quality while in process and carefully inspected and tested upon completion of the work? Do our mechanics cooperate with the service manager in bringing to our customers' attention additional needed repairs? If work is not sold at the time, do we follow up for the sale later?

What plans do we have to increase the customer flow to our places? Some dealers sell one-year lubrication services with each new car and are successful in selling the lubrication service to many the next year. This plan becomes valuable when we consider that a survey showed that each lubrication job could be made to produce \$4.32 in labor and \$5.42 in parts sales. We could almost give them the lubrication on this basis.

Our service owner files are a must. The mechanical ones seem to be preferred and require less work. When have we checked our operations to see if lost customers are being adequately followed? It's lots better to hold them, but neither can we afford to forget them when they are lost.

Statistics say each customer is worth \$75 a year. That's lots of business that could be ours. A good advertising job featuring service specials will help keep them coming . . .

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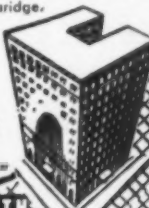
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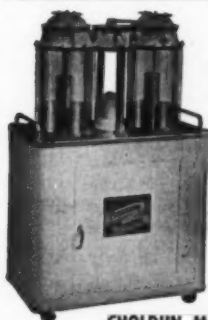
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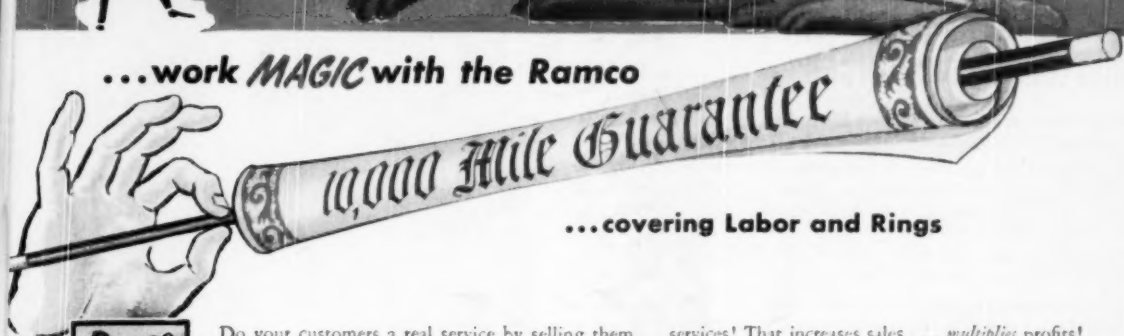
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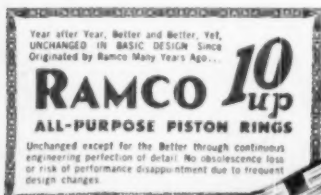
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